

NAVAJO NATION DIVISION OF ECONOMIC DEVELOPMENT

TOURISM DEPARTMENT

NAVAJO NATION PURCHASING SERVICE DEPARTMENT

**PROFESSIONAL TOURISM CONSULTING AND DEVELOPMENT SERVICES FOR
DIGITAL CAMPAIGN MANGEMENT**

FOR

NAVAJO NATION TOURISM DEPARTMENT

REQUEST FOR PROPOSAL BID #: 18-04-1818VJ

PROPOSAL DUE DATE: May 04, 2018 @ 5:00 p.m.

DELIVERY: Navajo Nation Purchasing Department
Administration Building One (1), Morgan Boulevard
Window Rock, Arizona 86515

MAILING: Navajo Nation Purchasing Department
P. O Box 9000
Window Rock, Arizona 86528

I. PROJECT BACKGROUND AND OBJECTIVES:

The Navajo Nation Tourism Department, under the direction of the Navajo Nation Division of Economic Development (“DED/TOURISM DEPARTMENT”), recognizes the need to capitalize on the many attractive tourist-related assets and resources available to the Navajo Nation, many of which are underutilized by visitors. DED/TOURISM DEPARTMENT recognizes the revenue generation and job creation opportunities available to the Navajo Nation have not been fully realized, or in some cases have been capitalized by entities outside of the Navajo Nation. To better advance the opportunities available to the Navajo Nation, DED/TOURISM DEPARTMENT is planning on the solicitation of bids for a comprehensive digital marketing platform and associated services to bring this digital marketing platform to life. This future tender is expected to be ready by Q3 2018. But in the meantime, Navajo Nation and DED/TOURISM DEPARTMENT cannot wait for this comprehensive search and review to be completed before engaging the travelling public more directly. As such, Navajo Nation and DED/TOURISM DEPARTMENT has elected to pursue a contractual relationship with a digital marketing services agency (“Contractor”) that has both a clear understanding of the assets and resources available for marketing and the knowledge of tourism marketing, campaign management and digital marketing platform implementation and execution to create demand for existing Navajo Nation tourism operators. In addition, the Contractor must have experiences related to large tourism destination management platforms and

marketing management platforms, as well as the ability to demonstrate the promise of the bigger picture of opportunity that remains unrealized for Navajo Nation.

The objective of this RFP is to identify a team that can help develop and implement robust, high quality, comprehensive, integrated and full featured Campaign Management platform. In addition to having the strategic capability to identify the optimal Campaign Management platform, this team must also be able to implement and deploy this platform, configure it for Navajo Nation-specific needs, train DED/Tourism personnel on how to use the software and support DED/TOURISM DEPARTMENT personnel post training so that Navajo Nation can manage this platform on a long-term basis in a self-sustaining manner. A view to the future and the opportunity that this presents with a comprehensive destination management platform are considerations for configuration, training and support elements. The current expectation is that the Contractor will be engaged for six months of implement, deploy, train and support services but that platform viability must be projected to exceed five years.

The anticipated project elements are as follows:

- Campaign Platform Needs Assessment;
- Campaign Management Platform Evaluation and Selection;
- Platform Implementation and Deployment;
- Initial Campaign(s) Operational Strategy Definition;
- Platform Configuration;
- DED/Tourism Personnel Platform Training;
- DED/Tourism Personnel Platform Support & Coaching

II. THRESHOLD CRITERIA:

DED/Tourism is seeking responses from Contractors that have technical and implementation experience to complete the Scope of Work below and to support DED/Tourism with project implementation. In order to be considered responsive to the RFP, proposing Contractors must meet the following threshold criteria:

- Large destination management digital marketing and digital AOR experience;
- Project experience with tribal governments, Navajo Nation preferred;
- Economic development experience;
- Clear understanding of Navajo Nation tourism assets;
- Technical and strategic planning experience large tourism destinations;
- Sustainable ecological science and management experience;
- A fully capable team that can provide turn-key services across all requirements;
- Contractors that have visited the Navajo Nation preferred, as direct experience with the challenges and opportunities will illustrate a greater understanding of the opportunity.

III. SCOPE OF WORK:

The requirements for this project are to select and deploy a Campaign Management Platform that will be used by Navajo Nation and DED/Tourism to be an initial digital conduit that will engage the travelling public with demand generation for visiting and staying in Navajo Nation. The Scope of Work includes the following:

- A. In all aspects of the performance, Contractor will adhere to all professional codes of conduct and to the best practices within the industry.
 - B. Contractor will select, deploy, activate and support a digital Campaign Management capability on behalf of the DED/TOURISM DEPARTMENT. This platform will be a precursor to the selection of a more comprehensive destination management system that will become the guiding management tool for all of Tourism industry assets and demand creation. It will include, but not be limited to:
 - a. A thorough rationale for the selection of a specific Campaign Management platform based on known DED/TOURISM DEPARTMENT needs through independent research and previous interactions with Navajo Nation.
 - b. A detailed implementation and deployment plan, followed by the execution of this plan so as to operationalize the platform for DED/TOURISM DEPARTMENT personnel.
 - c. A comprehensive training plan and training services for DED/TOURISM DEPARTMENT personnel to enable their skills on the recommended Campaign Management platform.
 - d. Campaign management service delivery capability, including campaign operational strategy and execution, in a “work with” scenario so that DED/TOURISM DEPARTMENT personnel are enabled from day one.
- and-
- e. Campaign management service delivery capability that transitions from operational to support and coaching over the course of this contract so that platform enablement is assured.
- C. Contractor will recommend a Campaign Management platform with a view to the future opportunity which includes the future definition of a more comprehensive tourism destination management platform as well as a strategy for content management, experience, data management, analytics, and personalization which roadmaps the engagement beyond phase 1. Please consider that due to data protection and sovereignty requirements, only on premises (commonly known as on-prem) campaign management solutions will be considered. Cloud based solutions will be deemed non-compliant.

D. Contractor will assist with targeted market segmentation and messaging as it relates to enablement and support as DED/TOURISM DEPARTMENT personnel are enabled on the platform.

E. Contractor will assist with target private and public sector partnership opportunities for various development opportunities, including shared for fee use of the Campaign Management platform. These include federal and state agencies, private corporations, and Navajo Nation partners, including chapters and Regional Business Development Offices.

2. Schedule

DED/Tourism expects that this contract will cover a six-month effort. With this in mind, we ask the respondent to develop a preliminary schedule as part of this submittal. The project schedule will be refined during the initial stages of the contract.

3. Due Date

Responses are due on **May 04, 2018 @ 5:00 p.m.** The day and time is firm, unless amended in writing from the Tourism Department Manager or Purchasing Director. No exception will be accepted. The Evaluation Committee will conduct a review of all responses in accordance with the evaluation criteria set-forth herein. Based upon these results, the Evaluation Committee will make a recommendation for consideration.

4. Submission of Proposals

Proposals received after **May 04, 2018 @ 5:00 p.m.** will not be accepted. The date and time will be recorded on each proposal. Hard copy proposals must be sealed and labeled on the outside of the package to clearly indicate its response to the Request for Proposals, "PROFESSIONAL TOURISM CONSULTING AND DEVELOPMENT SERVICES FOR DIGITAL CAMPAIGN MANGEMENT BID #: 18-04-1818VJ. Proposal packages must include scope of work and timelines.

5. Instructions

All hard copy proposals must be submitted to:

DELIVERY: Navajo Nation Purchasing Department
Administration Building One (1), Morgan Boulevard
Window Rock, Arizona 86515

MAILING: Navajo Nation Purchasing Department
P. O Box 9000
Window Rock, Arizona 86528

All email inquiries for this proposal must be submitted to:

Arval T. McCabe, Department Manager of Tourism. arvaltmccabe@discovernavajo.com

Proponents are encouraged to review carefully all provisions and attachments of this document prior to submission. Each proposal constitutes an offer, which shall remain valid for ninety (90) days and may not be withdrawn except as provided herein.

Format: You are encouraged to be brief and succinct, avoiding extravagant covers, bindings and photographs. There is a 10 page limit, resumes and platform information or cut sheets not included, and 12 pt. font is preferred. The DED/TOURISM DEPARTMENT will not be responsible for any cost incurred by proponents in responding to this solicitation. It is in the DED/Tourism Department's interest for proposers to understand the requirements of this RFP as fully as possible.

Errors in Proposals: Proponents or their authorized representatives are expected to fully inform themselves as to the conditions, requirements, and specifications before submitting proposals. Failure to do so will be at the Proposer's own risk.

Compliance with Laws: The Proposer shall obtain and maintain all licenses, permits, liability insurance, worker's compensation insurance, and comply with any and all other standards or regulations required by federal, state or Navajo Nation statute, or ordinances and rules during the performance of any contract between the Proposer and the DED/Tourism Department. Any such requirement specifically set forth in any contract document between the Proposer and the DED/TOURISM DEPARTMENT shall be supplementary to this section and not in substitution thereof.

Withdrawal of Proposal: Any proposal may be withdrawn by written request received by the DED/TOURISM DEPARTMENT before the time fixed for receipt of proposals. Withdrawal of your proposal will not prejudice the right of the proponent to submit a new proposal, providing the latter is timely received as provided herein.

Confidentiality of Documents: Upon receipt of a proposal by the DED/TOURISM DEPARTMENT the proposal shall become the property of the DED/TOURISM DEPARTMENT without compensation to the proponent, for disposition or usage by the DED/TOURISM DEPARTMENT at its discretion. The details of the proposal documents will remain confidential to the extent possible until final award.

Compensation: The DED/TOURISM DEPARTMENT has attempted to provide as much information about the scope of services as possible to enable firms to structure a most productive and cost effective offer. The subsequent contract between DED/TOURISM DEPARTMENT and the winning proposal will define compensation payments based upon the amount negotiated and agreements as to terms between DED/TOURISM DEPARTMENT and the successful proposer.

Rejecting Proposals: The DED/TOURISM DEPARTMENT reserves the right to reject any or all proposals and is not bound to accept any proposal if that proposal is contrary to the best interest of DED/TOURISM DEPARTMENT. Similarly, the DED/TOURISM DEPARTMENT is not bound to accept the lowest dollar proposal if the offer is not considered in the DED/TOURISM DEPARTMENT's best interest.

Equal Employment Opportunity: During the performance of this Contract, the firm agrees as follows: *The Firm/Team will not discriminate against any employee or applicant for employment because of race, creed, color, sex, age, national origin, place of birth, or physical handicap.*

Conflict of Interest: All respondents must provide a statement of disclosure, which will allow the DED/TOURISM DEPARTMENT to evaluate possible conflicts of interest.

Employee Conflict of Interest: It shall be unethical for any Navajo Nation employee to participate directly or indirectly in a procurement contract when the Navajo Nation employee knows that: (a) the Navajo Nation employee or any member of the DED/TOURISM DEPARTMENT employee's immediate family has a financial interest pertaining to the procurement contract; or (b) any other person, business, or organization with whom the DED/TOURISM DEPARTMENT employee or any member of a DED/TOURISM DEPARTMENT employee's immediate family is negotiating or has an arrangement concerning prospective employment is involved in the procurement contract.

Gratuities and Kickbacks: It shall be unethical for any person to offer, give, or agree to give any DED/TOURISM DEPARTMENT employee or former DED/TOURISM DEPARTMENT employee, or for any Navajo Nation employee or former DED/TOURISM DEPARTMENT employee to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, or preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or a contract or subcontract, or to any solicitation or proposal therefore.

It shall be unethical for any payment, gratuity, or offer of employment to be made by or on behalf of a subcontractor under a contract to the prime contractor or higher tier subcontractor or any person associated therewith, as an inducement for the award of a subcontract or contract.

Contingent Fees: It shall be unethical for a person to be retained, or to retain a person, to solicit or secure a 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.

Technical questions relating to the RFP may be directed in writing via email to:

Arval T. McCabe, Tourism Department Manager: arvaltmccabe@discovernavajo.com

Questions must be presented to DED/TOURISM DEPARTMENT within **3 business days** of the scheduled proposal opening.

All responses will be submitted by addenda to all interested proponents. **Please do not call or contact any other department or the governing body concerning this RFP.**

7. Program Scope of Services:

By signature on this document the proponents certify that they have read the RFP document, fully understand the requirements, have familiarized themselves as to the conditions of the site, and will comply with these requirements, if awarded this work.

CERTIFICATION: _____

(Signature of Approved Representative for Seller)

TITLE: _____ DATE: _____

Be advised that during the term of this work seller shall have and maintain adequate insurance coverage's as stated herein.

8. Proposal Requirements:

The format for responses shall include the following, described in more detail below:

- Illustration that Contractor can meet the Threshold Criteria Requirements;
- Qualifications and References specific to the Scope of Work outlined above;
- Demonstrated ability to complete projects on schedule;
- Proven ability to deliver results in similar referenceable work;
- Technical capabilities and ability to interface with DED/TOURISM DEPARTMENT personnel at the DED/TOURISM DEPARTMENT location throughout the project, as needed;

9. Firm and Personnel

- Describe Contractor team structure, including key participants;
- Provide names and experience of key personnel that will conduct the services;
- Provide current number of employees, legal structure, headquarters location and lines of business;
- Describe the qualifications of your firm; Include resumes, licenses, certifications, and applicable experience. (Statements of Qualifications of your firm will be evaluated.)

10. Financial Responsibility

Please provide an explanation if your firm, or any predecessor firm, has ever filed for bankruptcy.

11. References

Provide the following information of organizations/governments similar to DED/TOURISM DEPARTMENT, that you have performed similar services within the past five years.

- Customer name and contact name, address, telephone number and email.
- Scope of project.
- End result and subsequent disposition.

- Please include the names of individuals within the Navajo Nation you have worked with, if applicable.

12. Services

- Provide a description of the services you intend to provide for DED/TOURISM DEPARTMENT.
- Describe how your company uses technologies to enhance the services your company provides.
- Describe how you intend to approach the scope of this project & its requirements.
- Describe how your firm will allocate the availability of resources and personnel to schedule the work for these services within a reasonable time frame.
- Describe a proposed schedule for services provided.
- Describe how your company can participate in a future more comprehensive selection of a destination management platform for DED/TOURISM DEPARTMENT.

13. Project Fee

This is a Request for Proposals and project fees are to be explicitly stated. Fees are to be broken out by platform licensing, implementation & deployment, configuration, training and consulting. DED/TOURISM DEPARTMENT anticipates the successful project bid will present fixed fees for the platform licensing and time and materials fees for all other services.

14. Project Schedule

Please provide an anticipated Project Schedule for each Scope of Work elements outlined above. Please consider those items that can be completed within the expected six month timeframe.

15. Preferred Procurement method

Please note the preferred method of procurement is a government-to-government style purchase ie. already competed and awarded contract vehicle that the Navajo Nation can utilize, is preferred.

The successful proposer shall have a satisfactory record of ethics and integrity.

Company Name: _____
Address: _____
City/State/Zip: _____
Authorized Signature: _____
Printed Name & Date: _____
Title: _____
Telephone/Fax: _____
Email Address: _____

END OF REQUEST FOR QUALIFICATIONS

**NAVAJO NATION CERTIFICATION
Regarding Debarment and
Suspension**

Applicant acknowledges that to the best of his/her knowledge that their company and principal participants on this contract:

- 1. Are not debarred, suspended, or otherwise slated for debarment, ineligible and/or excluded from participation on Federal, State, and Tribal Government contracts etc.

- 2. Are not presently nor have been under criminal indictment or civilly charged by a governmental entity (Federal, State, and Tribal Government) for fraud, forgery, falsification, theft, bribery, destruction of records, receiving stolen property and other criminal offenses in the administration of a government contract.

- 3. Have not been terminated for cause or convenience by a governmental entity in the administration of a government contract (Federal, State, and Tribal Government).

- 4. If the Navajo Nation determines that the Certificate provided herein is not true, it will be grounds to terminate the contract and pursue other legal remedies.

Applicant's Address

Name & Signature of Applicant

Type or Print Name

Signature Date