



Request for Proposal (RFP)

RFP BID NO: 21-10-2589LE

Professional Branding, Marketing and
Planning, Creative Development, Plan
Implementation and Management Strategies

NAVAJO TOURISM DEPARTMENT

PROPOSALS DUE

NOVEMBER 19, 2021 AT 5PM

All hard copy proposals must be submitted to:

Navajo Nation Purchasing Services
Administration Building I
2559 Indian Route 1
P.O. Box 9000
Window Rock, Arizona 86515



NAVAJO NATION DIVISION OF ECONOMIC DEVELOPMENT
NAVAJO TOURISM DEPARTMENT

**PROFESSIONAL BRANDING, MARKETING AND PLANNING, CREATIVE
DEVELOPMENT, PLAN IMPLEMENTATION AND MANAGEMENT STRATEGIES
FOR
NAVAJO NATION TOURISM DEPARTMENT**

RFP BID #: 21-10-2589LE

PROPOSAL DUE DATE: NOVEMBER 19, 2021

Navajo Nation Purchasing Services
Administration Bldg #1
2559 Indian Route 100
P. O Box 9000
Window Rock, Arizona 86515

I. PROJECT BACKGROUND AND OBJECTIVES:

The Navajo Nation Tourism Department, under the direction of the Navajo Nation Division of Economic Development (“DED/Tourism”), recognizes the need to capitalize on the many attractive tourist-related assets and resources available on the Navajo Nation, many of which are underdeveloped and often underutilized by visitors. DED/Tourism recognizes the revenue generation and job creation opportunities available to the Navajo Nation that have not been fully realized, or in some cases have been capitalized by outside entities of the Navajo Nation. To better advance the opportunities available to the Navajo Nation, DED/Tourism has elected to pursue a contractual relationship with a marketing consultant team (“Contractor”) with Tourism experience(s) that has both a clear understanding of the assets and resources the Navajo Nation has to offer. The consultant team will assist the DED/Tourism Department to establish the Navajo Nation as a top tourist destination by developing a Tourism Marketing and Economic Development Plan that will be strategic – yet incremental – in its approach while providing the framework for positioning and/or repositioning the image of Navajo. The consultant team must have tourism knowledge and experience to assist DED/Tourism and potentially other internal Navajo Nation agencies and departments to cultivate a more robust tourism marketing plan.

The objective of this RFP is to identify a “consultant” team that can produce a tourism marketing plan. This team is to guide and assist with development plans on how to incorporate the unique

Navajo Nation natural and cultural resources in a multi-faceted and strategic marketing plan. The anticipated Tourism Marketing Plan should include ways to incorporate the following:

- Re-Brand image for the Navajo Nation Economic Division/Tourism Department;
- Close Range Marketing (CRM);
- Call to Action (CTA) Marketing;
- Diversity, Mass and PR Marketing;
- Tradeshow, Social Media, Promotional Marketing;
- Search, Mobile, and Direct Marketing;
- Alliance Marketing.

II. THRESHOLD CRITERIA:

DED/Tourism is seeking responses from “Consultants” that have the tourism technical and implementation experience to develop and complete the DED/Tourism Marketing Plan Scope of Work (below), with timelines, cost breakdown per task(s), and implementation goals. In order to be considered responsive to the RFP, proposing “Consultants” must meet the following threshold criteria:

- Marketing Team that has visited the Navajo Nation preferred that have an understanding of the Navajo Nation Tourism and Economic Development Marketing challenges and opportunities that illustrates an understanding of the marketing opportunity of tourism.
- Marketing Team that have work experiences with the Navajo Nation and other tribal governments preferred;
- Clear understanding of Tourism and Economic Development Marketing Plan with Technical and Strategic Planning experience for large land base region;
- Past experience as “Consultant” support for regional government preferred;

III. SCOPE OF WORK:

The requirements for this project are to assist in development and implementation of a Tourism Marketing Plan over a two year (24 month) period. The Scope of Work includes the following:

1. Develop an authentic, compelling brand image for the Navajo Nation Tourism Department.
2. Create and implement a sustained (18-24 months), multifaceted Tourism Marketing Plan that highlights existing strengths, celebrates new accomplishments, builds momentum and re-energizes the “buzz” about the Navajo Nation as a top tourist destination.
3. Increase awareness and interest in the Navajo Nation as a top tourism destination.
4. Fully integrate tourism marketing tactics, including but not limited to: PR, Special Events, Campaign Promotion, Collateral Materials, Digital and Email Marketing/Advertising etc.
5. Enhance overall image of the Navajo Nation as a valuable asset to tourism for the three state regions (New Mexico, Arizona and Utah).

6. Increase awareness of specific opportunities to enjoy all aspects of the Navajo Nation tourist experience (live, work and play).

2. Schedule

DED/Tourism recognizes this is a time-consuming effort. As such, we anticipate the initial contract to be a minimum of two years in duration. With this in mind, we ask the respondent to develop a preliminary timeline(s) as part of this submittal. The project schedule will be refined during the initial stages of the contract.

3. Submission of Proposals

Four (4) copies of the Proposals are due on **November 19, 2021 at 5:00 pm**. The day and time will be recorded on each proposal, unless amended in writing from the Tourism Department Manager or Purchasing Director. A breakdown of the proposed two-year budget bid must be in a separate sealed envelope and placed with the hard copy of the sealed proposal labeling the outside of the package indicating that this is a response to the Request for Proposals. Proposals that does not include a sealed budget bid will not be considered. All proposals received after this date and time will not 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.

Hard copies of the proposal must be sealed and labeled on the outside of the package to clearly indicate its response to the Request for Proposals:

**“PROFESSIONAL MARKETING AND PLANNING, CREATIVE DEVELOPMENT,
PLAN IMPLEMENTATION AND MANAGEMENT STRATEGIES”
RFP BID #: 21-10-2589LE**

Proposal packages must include scope of work, timelines, cost breakdown per task with a full budget, and attachments.

4. Instructions

All hard copy proposals must be submitted to:

Navajo Nation Purchasing Services
Administration Building I
2559 Indian Route 1
P.O. Box 9000
Window Rock, Arizona 86515

All email inquiries for this proposal must be submitted to:

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

Respondents are to review carefully all proposal provisions and attachments of this document prior to submission. Proposal that do not adhere to the RFP requirements may be deemed “non-responsive” and rejected on that basis. Each proposal constitutes an offer that is to be sealed in

an envelope and submitted as part of the proposal. **These documents 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 (limited to how the scope of work will be implemented – Pages are to be in portrait orientation): resumes, attachments and project cut sheets not to be included into the 10-page limit. No color binder. A 12 pt. font is preferred. Do not include information not requested in this proposal (USB Drive, etc.). It is in the Respondents interest to understand the requirements of this RFP as fully as possible. The DED/TOURISM DEPARTMENT will not be responsible for any cost incurred by Respondent's in responding to this solicitation.

Errors in Proposals: Respondents 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 Respondent's own risk.

Compliance with Laws: If selected, the Respondent must be registered according to the Navajo Nation Corporation Code, be certified by the Navajo Tax Commission, and must obtain Liability Insurance naming the Navajo Nation as the Insurer. The amount of the Liability Insurance will be determined after the "consultant" has been selected.

In addition, the Respondent shall obtain and maintain all licenses, permits, worker's compensation insurance, comply with the Navajo Business Opportunity Act and any and all other standards or regulations required by federal, state or Navajo Nation statute, ordinances and rules during the performance of any contract between the Respondent and the DED/Tourism Department. Any such requirement specifically set forth in any contract document between the Respondent 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 Respondent 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 Respondent, 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 Respondent.

Rejecting Proposals: The DED/TOURISM DEPARTMENT reserves the right to reject any or all proposals and is not bound to accept any proposal that does not adhere to the proposal requirements and contrary to the best interest of DED/TOURISM DEPARTMENT. Similarly, the DED/TOURISM DEPARTMENT is not obligated 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.**

5. 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.
- Technical capabilities and ability to interface with DED/TOURISM DEPARTMENT staff at the DED/TOURISM DEPARTMENT location throughout the project, as needed.

6. Firm and Personnel

- Describe Contractor team structure, including key participants. Provide names and experience of key personnel that will conduct the services. Be brief – Resumes are to be in the attachment section.
- Provide current number of employees, legal structure, and headquarters location.
- Describe the qualifications of your firm; Include resumes, licenses, certifications, and applicable experience. (Statements of Qualifications of your firm will be evaluated.)

7. Financial Responsibility

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

8. References

Provide the following information of organizations/governments similar to DED/TOURISM DEPARTMENT, that you have performed similar services within the past five years, in the southwest United States. Please be brief.

- Customer name and contact name, address, telephone number and email.
- Scope of Project - end result and subsequent disposition.
- If applicable, please include the names of individuals within the Navajo Nation Government you have worked with.

9. Services

- Provide a description of the services you intend to provide for DED/TOURISM DEPARTMENT.
- Please provide an anticipated Project Schedule for each Scope of Work elements outlined above. Please consider those items that can be completed within the initial two-year timeframe and those that may be longer in duration.
- 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.

10. Project Fee

A total base bid is to be submitted with a cost breakdown per project and/or task performed. Respondents that do not include a budget will be deemed “non-responsive” and rejected on that bases.

ETHICS AND INTERITY: the successful Respondent 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: _____

RETURN THIS SHEET WITH THE PROPOSAL

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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 with the content of the RFP and comply with these requirements, if awarded this work.

COMPANY NAME: _____

CERTIFICATION: _____

(Signature of Approved Representative for Seller)

TITLE: _____ DATE: _____

Be advised that during the term of this work “Consultant” shall have and maintain adequate insurance coverage.

END OF REQUEST FOR PROPOSAL

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.	See Specific Instructions on page 3.	<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.</p> <hr/> <p>2 Business name/disregarded entity name, if different from above</p> <hr/> <p>3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____</p> <p>Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</p> <p><input type="checkbox"/> Other (see instructions) ▶ _____</p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p style="font-size: small;">(Applies to accounts maintained outside the U.S.)</p>
		<p>5 Address (number, street, and apt. or suite no.) See instructions.</p> <hr/> <p>6 City, state, and ZIP code</p> <hr/> <p>7 List account number(s) here (optional)</p> <hr/>	<p>Requester's name and address (optional)</p> <hr/>

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number											
				-			-				
or											
Employer identification number											
				-							

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶	Date ▶
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.