



City of Manitowoc
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**REQUEST FOR PROPOSAL (RFP)
FOR TOURISM ENTITY SERVICES FOR
THE CITY OF MANITOWOC ROOM TAX COMMISSION**

1. Introduction

The City of Manitowoc, in conjunction with the City of Manitowoc Room Tax Commission, is interested in obtaining the services of a non-profit entity to perform the functions of a Tourism Entity as that term is used in Wis. Stat. § 66.0615. This shall include, but not be limited to, tourism promotion and tourism development services significantly used by transient tourists and which are reasonably likely to generate paid overnight stays in Manitowoc hotels or motels. The successful Tourism Entity will be required to report quarterly to the City's Room Tax Commission regarding the manner in which funds received by the City are spent and to certify that said spending is in accordance with Wis. Stat. § 66.0615. The intent of this solicitation is to invite firms to submit a proposal about their entity's experience in providing the services outlined in Wis. Stat. § 66.0615, Room Tax. Please see Section 2, Scope of Services for more specific details that firms should respond to.

The Tourism entity chosen is expected to receive City funding by a percentage of the City of Manitowoc room taxes collected and will require the City's Room Tax Commission's review and approval.

2. Scope of Services / Purpose

In obtaining the services of a Tourism Entity to provide allowable tourism promotion and tourism development, it is the intent of the City and Room Tax Commission through this solicitation to invite entities to submit a proposal about their experience and qualifications in providing the services outlined in Wis. Stat. § 66.0615.

Interested parties will be required to indicate the following:

- Provide a statement as to how the entity meets the definition provided for a nonprofit organization providing the services of a Tourism Entity.
- Provide an overview of staff experience and qualifications for each individual actually involved. Submit the individual's name, title and/or duties for the proposed project, professional brief description of related past experience including time contribution in this capacity to past projects, and qualifications (resume). Include specific relevant experience with public involvement, marketing and tourism, social media, website development, hotel industry and other areas that may be appropriate to the scope of the project.
- If governed by a Board of Directors, provide an overview and explanation of the board

makeup, including how entities and individuals are selected to serve.

- Provide applicable reports and/or financial audit. Submit a sample annual report on how the room tax revenues could be spent in accordance with the statute. A sample one year budget for the use of room tax funds should be submitted to the Room Tax Commission.
- Provide an overview on current and projected need for a physical location(s) within the community.

Applicant shall provide a breakdown of past successes and what type of groups they would suggest to be brought in to stay in hotels (Social, Military, Educational, Religious, Fraternal, and Athletic) based on their experience. Applicant shall identify in their proposal if there are membership fees for hotels to advertise with them. Provide examples of the services and potential deliverables required, which might include:

- (a) Samples of various media that your entity/firm or their employees put together in the past to showcase various municipalities and their hotels/motels, events, businesses, etc. (marketing brochures, visitor's guide, newsletters, website, maps, etc.).
- (b) Media advertising buys on other organization's websites in the region and state. This would include both digital and hard copy.
- (c) Various uses for social media to promote tourism in the City.
- (d) Website Development – Ability to create and maintain a website that would showcase various events in Manitowoc, specifically downtown businesses and advertise the local hotels with possibility to book a room through this website.
- (e) App Development – Ability to create and maintain a mobile application that would support the website while allowing for additional marketing and functionality to support events and businesses within the community.
- (f) Examples of how you have coordinated with the hotel/motel industry to create overnight stays.
- (g) Examples of how to build upon, and create new, local partnerships within the lodging, retail, event, and entertainment community.

Provide the format for a report regarding your activities as a Tourism Entity and an accounting of funds received and how they are spent in accordance with Wis. Stat. Sec 66.0615. Said report shall contain an overview of on-line presence, social media engagement, and other marketing utilized during the quarter. Said report must contain a certification from the President of the Tourism Entity that it is accurate and complete and that all funds received from the City have been spent in accordance with the statute. Said report must be prepared quarterly and received within one week of the completion of the calendar quarter.

3. Project Schedule

The Contract for service is expected to be signed by late fall pending review and approval by the Room Tax Commission. The entity shall commence work upon full execution of the contract, including the City's Terms and Conditions, by the City / Room Tax Commission. Completion dates for various aspects of the services and deliverables of the project will be

negotiated once an entity is chosen.

4. Insurance Requirements

A Certificate of Insurance with supporting documents shall be submitted with the signed contract with limits acceptable to the City and which identifies the City as an additional insured for comprehensive general liability coverage via policy endorsement on a primary and noncontributory basis.

5. Submission of Proposal

10 physical copies and one digital copy of the proposal shall be submitted in a sealed envelope, a box or other sealed container by Noon on Friday, April 30, 2021 to the City of Manitowoc Attn: Adam Tegen, Community Development Director, 900 Quay Street, Manitowoc, WI 54220.

6. Proposal Contents

Each proposal shall contain a discussion or information in the following areas:

- Table of Contents. Include a clear identification of the material by section and by page number.
- Letter of Transmittal. Limited to one or two pages. Briefly state the proposers understanding of the service to be provided and a positive commitment to perform the services as defined in the request for proposal.
- Firm Description. A description of the organization submitting the proposal, its size, organization, confirmation of non-profit status, professional registration, major type of activity or areas of consulting and it's recent 10 years' experience in the performance of similar projects.
- Staff Experience and Qualifications. For each individual actually involved in the project submit the individual's name, title and/or duties for the proposed project, a brief description of related past experience including time contribution in this capacity to past projects, and qualifications (resume).
- Project Approach. Please provide a description of the planning and development and public involvement problems you anticipate in this project based on the Scope of Services in Section 2 above.
- Scheduling. Provide a timetable that includes a sequence and relationship of tasks (services and deliverables) within your proposal, which are necessary to complete the project.
- Staff Effort. Provide a detailed analysis (spreadsheet) of the direct hours by task and position to complete the project as described in the request for proposal.
- Cost. Firms are to provide an outline of the cost for providing the consulting services and proposed timeline for pay schedule.

The cost for providing the consulting services being requested by the City will be based on the amount of room tax collected. The chosen entity would be paid on a schedule that will be subject to Common Council and Room Tax Commission approval with the amount being based on actual collections.

7. Evaluation

The RFP must be received on or before Noon on Friday, April 30, 2021. It is anticipated that interviews with selected entities and the Room Tax Commission will take place at a date to be determined. The City will notify all responding entities of their status. Selecting a qualified entity will be based on an evaluation of the capabilities of each entity by the Room Tax Commission. The City and Room Tax Commission reserves the right to reject all proposals or to accept any proposal which will best serve the interests of the City of Manitowoc and the Room Tax Commission.

8. Background Information

Upon request, a copy of the current Tourism Services Agreement with the City of Manitowoc is available for review. Please direct requests to ategen@manitowoc.org