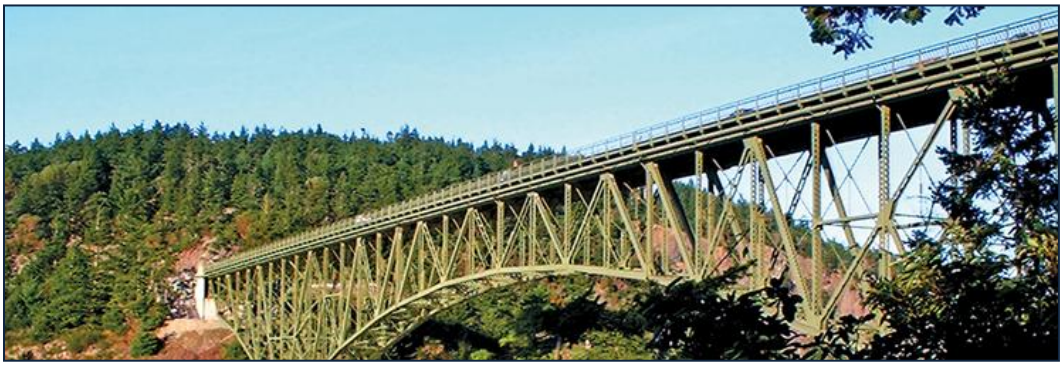

REQUEST FOR PROPOSAL

FOR THE PRODUCTION OF THE

Whidbey Island MARATHON

The City of Oak Harbor, Washington

865 SE Barrington Drive

TABLE OF CONTENTS

A. PURPOSE, BACKGROUND AND DESCRIPTION OF SERVICES . . . 3
1. **Purpose**
2. **Background**

B. TIME SCHEDULE 3

C. CONTRACT TERM 4

D. SCOPE OF SERVICES OVERVIEW 4

E. ESSENTIAL QUALIFICATIONS 5

F. SUBMITTAL REQUIREMENTS 6

G. BIDDER QUESTIONS 6

H. SELECTION PROCESS 6

I. NON-DISCRIMINATION 7

J. NON-COLLUSION 7

K. FORMAT/CONTENT REQUIREMENTS 8
1. **General Instructions**
2. **Format Requirements**
3. **Content Requirements**

L. EVALUATION & SELECTION 11

M. CONTRACT AWARD 11

N. REQUIRED ATTACHMENTS 13

Attachment #	**Attachment Name**
Attachment 1	Bidder Information
Attachment 2	Bidder References

A. PURPOSE AND BACKGROUND

a. Purpose

The purpose of this document is to select the services of a professional firm to provide professional services related to the production of a marathon and associated events. The City of Oak Harbor (the City) intends to make a single contract award to the most responsive and responsible firm earning the highest score. This procurement is open to all eligible firms and/or individuals that meet the qualification requirements, including commercial businesses, nonprofit organizations, state or public universities (including auxiliary organizations) and other entities. Recommendations from proposers are encouraged and will be reviewed and evaluated based on the best interests of the City.

This document is a Request for Proposal. It differs from a Request for Bid/Quotation in that the City is seeking a solution as described herein, not a bid/quotation meeting firm specifications for the lowest price. As such, the lowest price proposed will not guarantee an award recommendation. Competitive sealed proposals will be evaluated based upon criteria formulated around the most important features of the service, of which qualifications, experience, methodology, timelines, may be overriding factors, and price may not be determinative in the issuance of a contract or award. The proposal evaluation criteria should be viewed as standards, which measure how well a vendor's approach meets the desired requirements and needs of the City.

b. Background

The Whidbey Island Marathon is now in its sixteenth year of operation, with the past seven years under the ownership and management of the city of Oak Harbor. As a destination, the location speaks for itself. Runners choosing the Marathon course cross Deception Pass Bridge in the first mile, followed by stretches of bucolic rural scenes with frequent water views, before concluding on the waterfront in downtown Oak Harbor. The event is truly a hybrid – the warmth and feel of a welcoming local experience combined with the high competitive standards expected by seasoned runners. The race has recently been featured in several national publications and enjoys an excellent reputation.

As currently configured, the Whidbey Island Marathon consists of a Full Marathon, a Half Marathon, a 10K, a 5K, and a 1K Kids' Fun Run. Future events may include these same events, or may consist of a different mix of events as determined by the City and Race Director. Historically, all race events occur on the same day preceded by an Expo the previous day. As a community-owned event, volunteers (approximately 500 in 2016) have formed a large part of the race support team. Revenue for the event comes from a combination of registration fees, sponsorships, in-kind donations, grants, shirt sales and vendor fees. The Race Director will be expected to assert a strong leadership role in ensuring the continuing success of the Whidbey Island Marathon.

B. TIME SCHEDULE

In order to achieve final approval for this event, the bidder needs to plan out the production of this event in its entirety. The plan will then be presented to the City for its consent, support and final

approval by City Council. Upon receiving final approval from the City Council, the City will present a contract to the producer, and planning for the event will commence immediately.

Below is the time schedule for this procurement:

Event	Date	Time (if applicable)
RFP Released	11 Jul 16	3:00 pm
Voluntary letter of intent due	22 Jul 16	5:00 pm
Questions due from bidders	29 Jul 16	9:30 am
Proposal due date	2 Aug 16	3:00 pm
Interview week	8 Aug 16 – 12 Aug 16	
Estimated contract award date	24 Aug 16	

C. CONTRACT TERM

The term of the resulting agreement is expected to be twelve months with the possibility of two one-year extensions and is anticipated to be effective from August 2016 through June 2018. The agreement term may change if the City makes an award earlier than expected or if the City cannot execute the agreement in a timely manner due to unforeseen delays.

The resulting contract will be of no force or effect until is signed by both parties and the City approves the production of the event. The contractor is hereby advised not to commence performance until all approvals have been obtained. Should performance commence before all approvals are obtained, said services will be considered to have been volunteered.

D. SCOPE OF SERVICES OVERVIEW

The planning of the event should reflect your ideas and thoughts as to how the event could be produced, and should include topics such as:

a. **General Event Coordination and Organization.** Demonstrate effective communication, build positive community relationships, coordinate vendors, suppliers and contractors, provide excellent customer service, supply regular updates to City administration.

b. **Cultivation and Delivery of Marathon Sponsors**. Develop outreach strategy to potential sponsors.

c. **Effective Promotion and Marketing to Build Event.** Develop print materials, e-mail blasts, maintain website and social media presence, promote event regionally at other marathons.

d. **Expo Organization and Implementation**. Coordinate Expo layout and schedule, recruit vendors and volunteers, coordinate registration, provide warm welcome to runners, coordinate goodie bag.

e. **Race Course Planning and Coordination.** Plan and coordinate on-course assistance, route certification, coordinate with local property owners, law enforcement, WSDOT, Island County, Washington State Parks, and NAS Whidbey Island, traffic control management, recruit volunteers, provide race day course management.

f. **Finish Line Management and Award Ceremony.** Design and solicit awards and medals, coordinate music, refreshments and awards at finish line, provide positive experience for participants and others.

g. **Volunteer Recruitment and Management.** Work with volunteer organizations, beneficiaries, and individuals who will work to provide services or information to enhance the quality and appeal of this event.

E. ESSENTIAL QUALIFICATIONS

Each individual, organization or firm submitting qualifications must confirm in writing that it is able to meet the following essential abilities:

At least five consecutive years of experience of the type(s) listed below. Bidders must have experience:

a. Producing full-marathons, half-marathons, 5k races and similar events.

b. In the production of events, collaborating with community organizations and individuals such as; city council, police departments, fire departments, neighborhood associations, business district associations, chambers of commerce and other similar community stake-holder groups.

c. In the production of events, collaborating with sponsors, celebrity guests of the event or host organization, volunteers, supporters, vendors, and participating groups.

d. Oversee all work done by staff, volunteers, and city staff during the day of the event, to ensure a successful and safe event.

Bidders must be familiar with public entity procurement procedures. Bidders must also certify and agree that they are financially stable and solvent, and able to advance personal cash reserves to meet all financial obligations while awaiting reimbursement from The City.

In submitting a proposal, each bidder must certify and prove that it possesses the following qualification requirements. Failure to meet the following requirements by the proposal submission deadline will be grounds for The City to deem a bidder non-responsive.

F. SUBMITTAL REQUIREMENTS

Submittals from interested firms must be submitted in a timely manner as detailed in this RFP and must at a minimum contain the following:

a. Letter of intent.
b. Statement of Qualifications and Expertise as they pertain to marathon and/or event planning.
c. Resumes of Key Leadership Personnel
d. Three References (at least one reference from a municipality would be ideal)
e. Brief (no more than 1 page) description of a completed race or event demonstrating a successful user experience, effective time and budget management and stellar customer service.

There is no limit on the number of pages for submittals. See Section K(2) for information on number of packets to prepare.

G. BIDDER QUESTIONS

Please notify the City immediately if you need clarification about the services sought or have questions about the RFP instructions or requirements. Put your inquiry in writing and transmit it to the City as instructed below. At its discretion, the City reserves the right to contact an inquirer to seek clarification of any inquiry received.

a. **How to submit questions**

Submit inquiries using one of the following methods.

U.S. Mail	Fax	Electronic Mail
City Administrator City of Oak Harbor 865 SE Barrington Drive Oak Harbor, WA 98277	Attn: Questions, Whidbey Island Marathon RFP (360) 279-4531	dmerriman@oakharbor.org

Bidders submitting inquiries are responsible for confirming the receipt of all materials by the questions deadline.

You may call the City at (360) 279-4531.

b. **Questions Deadline**

The City will accept written, faxed or e-mail inquires received by 9:30 a.m. on Friday, July 29, 2016.

H. SELECTION PROCESS

A City-appointed team will review all submittals and select a top candidate. A contract will be negotiated and presented for approval by the Oak Harbor City Council.

I. NON-DISCRIMINATION

All selected vendors must comply with the City's equal opportunity requirements. The City is committed to a program of equal employment opportunity regardless of age, sex, marital status, sexual orientation, race, creed, color, national origin, honorably discharged veteran or military status, or the presence of any sensory, mental or physical disability. It is the City's policy to assure that no person shall, on the grounds of race, color, national origin or sex, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities.

J. NON-COLLUSION

Submittal and signature of a response to this RFP swears that the document is genuine and not a sham or collusive, and not made in the interest of any person not named, and that the vendor has not induced or solicited others to submit a sham submittal, or to refrain from responding.

K. PROPOSAL FORMAT AND CONTENT REQUIREMENTS

a. General instructions

a) Each firm or individual may submit only one proposal.

For the purposes of this paragraph, "firm" includes a parent corporation of a firm and any other subsidiary of that parent corporation. If a firm or individual submits more than one proposal, The City may reject all proposals submitted by that firm or individual.

A firm or individual proposing to act as a prime contractor may be named as a subcontractor in another bidder's proposal. Similarly, more than one bidder may use the same subcontractors and/or independent consultants.

b) Develop proposals by following all RFP instructions and/or clarifications issued by the City in the form of question and answer notices, clarification notices, or administrative bulletins.

c) Before submitting your proposal, seek timely written clarification of any requirements or instructions that you believe to be vague, unclear or that you do not fully understand.

d) In preparing your proposal response, all narrative portions should be straightforward, detailed and precise. The City will determine the responsiveness of a proposal by its quality, not its volume, packaging or colored displays.

e) Arrange for the timely delivery of your proposal package to the address specified in this RFP.

b. Format requirements

a) Assemble the proposal as follows:

1) Assembly of Proposal

a) Submit one (1) original proposal, five (5) copies or sets, and (1) copy on CD-R in any Microsoft Office standard platform (i.e. Word, Excel, and Adobe).

b) Assemble the original proposal and five (5) copies. Place the proposal set marked "Original" on top, followed by the five (5) extra copies. Place all proposal copies, the original and CD-R copy in a single envelope or package, if possible. Seal the envelope(s) or package(s) and clearly label the packages or envelopes as original or copies of the proposal.

c) Each proposal set must be complete with a copy of all required attachments.

d) If you submit more than one envelope or package, carefully label each one and mark on the outside of each envelope or package "1 of X", "2 of X", etc.

b) Format the narrative portions of the proposal as follows:

1) Use one-inch margins at the top, bottom, and both sides.
2) Use a font size of not less than 11 points.
3) Print pages single-sided on white bond paper.
4) Sequentially paginate the pages in each section.

c) Bind each proposal set in a way that enables easy page removal. Loose leaf or three ring binders are acceptable.

d) All RFP sections that require a signature must be signed in ink, preferably in a color other than black.

1) Have a person who is authorized to bind the proposing firm sign each RFP section that requires a signature. Signature stamps are not acceptable.

2) Place the originally signed sections in the proposal set marked "Original".

3) The RFP proposal copies may reflect photocopied signatures.

e) Do not mark any portion of your proposal response, any RFP attachment or other item of required documentation as "Confidential" or "Proprietary". The City will render all portions of a proposal confidential.

c. **Content requirements**

This section specifies the order and content of each proposal. Assemble the materials in each proposal set in the following order:

a) Proposal cover page

A person authorized to bind the bidder must sign the Proposal Cover Page. If the bidder is a corporation, a person authorized by the Board of Directors to sign on behalf of the Board must sign the Proposal Cover Page.

b) Table of Contents

Properly identify each section and the contents therein. Paginate all items in each section.

c) Executive Summary Section

In this section, clearly articulate your ideas, and goals for how this event could be produced. Articulate your end state with regards to the impact you intend to have in producing this event.

In preparing your Executive Summary, do not simply restate or paraphrase information in this RFP. Describe or demonstrate, in your own words, the following information;

1) Your understanding of The City's needs and the importance of this project.

2) The tangible results that you expect to achieve.

3) Your firm's sincere commitment to perform the scope of work in an efficient and timely manner.

4) How you will effectively integrate this project into your firms' current obligations and existing workload.

5) Why your firm should be chosen to undertake this work at this time.

d) Agency Capability Section

1) Describe the experience of your firm to undertake this project, including names of agencies for similar work that has been performed.

Include a work plan section to include a brief explanation of your overall approach to accomplish the Scope of Work.

Include a performance timeline for each major task and activity.

2) Briefly describe any experience that demonstrates your firm's ability to establish and maintain effective working relationships with government entities, local community based organizations, and private nonprofit organizations.

3) Identify three client references that your firm has serviced in the past five years that can confirm if your firm provided timely and effective services or deliverables. Use the Bidder References form (Attachment 2) for this purpose.

e) Work Plan Section

1) Overview

a) The City is interested in proposals that provide well-organized, comprehensive and technically sound business solutions.

b) The Work Plan must include an in-depth discussion and description of the methods, approaches and step-by-step actions that will be carried out to fulfill all services described in Scope of Work.

2) Work Plan Content

a) Briefly explain or describe the overall approach and/or methods that you will use to accomplish the Scope of Work, including why have chosen this approach.

b) If you envision any major complications or delays at any stage of performance, describe those complications or delays and include a proposed strategy for overcoming those issues. Likewise, indicate if you do not anticipate any major complications or delays and reason for your assumptions.

f) Project Personnel Section

1) If subcontractors are utilized, the bidder will be ultimately responsible for all subcontractor, consultants and vendors.

g) Cost Section

1) Basic content

Include a cost section that will consist of a complete budget of revenue and expenses broken down in line item form. Such budget should include costs of city services such as police, or fire department support. Such budget should be a separate document attached, labeled as "Draft Budget" and signed by the appropriate individual.

Bidders may include a narrative as to what factors in order of importance, will impact the expenses or revenues of this event. Describe actions which may allow for an increase in revenue and/or a decrease in expenses.

L. EVALUATION AND SELECTION

The evaluation process will be used to review and/or score proposals. The City will reject any proposal that is found to be non-responsive at any state of evaluation. An evaluation committee will be used for all stages during the evaluation and selection process. The evaluation committee is comprised from individuals representing various sectors of the community and the City.

M. CONTRACT AWARD

a. **Contract award**

a) The award of the contract will be to the responsive and responsible bidder, who earns the highest total score. The highest scored proposal will be determined after the City has had an opportunity to interview the finalists.

b) The City will mail a written notification and/or a copy of the Notice of Intent to Award to all firms that submitted a proposal.

c) The City will confirm the contract award to the winning bidder after the City has approved the production of the event.

b. **The City's Rights**

The City reserves the following rights.

a) The City reserves the right to do any of the following up to the proposal submission deadline:

b) Modify any date or deadline appearing in the RFP or the RFP Time Schedule.

c) Issue clarification notices, alternate RFP instructions, forms, etc.

d) Allow bidders to submit questions about any RFP change, or correction. If The City allows such questions, specific instructions will appear in the cover letter accompanying the document.

e) If this RFP is clarified, corrected, or modified, The City will mail, fax or e-mail a clarification notice to all persons/firms that have submitted a Letter of Intent.

If The City decides, just before or on the proposal due date, to extend the submission deadline, The City may choose to notify potential bidders of the extension by fax or by telephone. The City will follow-up any verbal notice in writing, by fax, or by mail.

c. Collecting Information from Bidders

a) If deemed necessary, The City may request a bidder to submit additional documentation during or after the proposal review and evaluation process. The City will advise the bidders orally, by fax, or in writing of the documentation that is required and the timeline for submitting the documentation. The City will follow-up oral instructions in writing, by fax, or mail. Failure to submit the required documentation by the date and time indicated may cause The City to deem a proposal non-responsive.

b) The City, at its sole discretion, reserves the right to collect, by mail, fax or other method omitted documentation and/or additional information.

d) The collection of bidder documentation may cause The City to extend the date for posting the Notice of Intent to Award. If The City changes the posting date, The City will advise the bidders, orally or in writing of the alternate posting date.

e) Immaterial Proposal Defects

The City may waive any immaterial deviation or defect in any proposal. The City reserves the right to use its best judgment to determine what constitutes an immaterial deviation or defect. The City may, in its sole discretion, either allow the bidder to remedy immaterial deviations or defects, or waive the need to remedy them.

f) The City's waiver of an immaterial deviation or defect in a proposal shall in no way modify this RFP or excuse a bidder from full compliance with all bid requirements.

g) The City reserves the right, at its sole discretion, to overlook, correct, or require a bidder to remedy any obvious clerical or mathematical errors occurring in the narrative portion of a proposal or, on the Cost Section.

h) If the correction of an error results in an increase or decrease in the total price, The City shall give the bidder the option to accept the corrected price or withdraw their proposal.

i) Bidders may be required to initial corrections to costs and dollar figures on the Cost Section

if the correction results in an alteration of the annual costs or total cost offered.

j) The City reserves the right, at any time, to waive any RFP requirement or instruction for all bidders if the City determines that the requirement or instruction was unnecessary, erroneous or unreasonable.

k) If full funding does not become available, is reduced, or the City determines that it does not need all of the services described in this RFP, the City reserves the right to offer an amended contract for reduced services.

The issuance of this RFP does not constitute a commitment by The City to award a contract. The City reserves the right to reject all proposals and to cancel this RFP if it is in the best interest of The City to do so.

N. REQUIRED ATTACHMENTS

a. Attachment Section

Place the following documentation in the Attachment section of your proposal in the order shown below.

b. Proof of Corporate Status

If the bidder is a corporation, submit a copy of your firm's most current Certificate of Status issued by State of Washington, Office of the Secretary of State. Submit an explanation if you cannot submit this documentation. Do not submit copies of your firm's Bylaws or Articles of Incorporation.

c. Bidder Information and Bidder References forms.

d. The following pages (Bidder Information, Bidder References) are required attachments which must be submitted with the completed proposal, including draft budget.

Bidder Information

Name of Firm:	**Washington Corp. Number**		**Federal ID Number**
Name of Principal	**Title**	**Telephone Number**	**Fax Number**
Street Address/PO Box	**City**	**State**	**Zip Code**
Website			
Years performing similar services or producing similar events			
Other events produced or related experience			
Other information you would like to highlight regarding your firm which may be applicable to this proposal.			

Bidder References

Reference 1

Name of firm			
Street Address	**City**	**State**	**Zip Code**
Contact Person			**Telephone Number**
Dates of Service			**Value or cost of service**
Brief description of service provided			

Reference 2

Name of firm			
Street Address	**City**	**State**	**Zip Code**
Contact Person			**Telephone Number**
Dates of Service			**Value or cost of service**
Brief description of service provided			

Reference 3

Name of firm			
Street Address	**City**	**State**	**Zip Code**
Contact Person			**Telephone Number**
Dates of Service			**Value or cost of service**
Brief description of service provided			