



**REQUEST FOR PROPOSAL
FOR TOURISM DESTINATION
REPRESENTATION SERVICES IN CHINA
GVB RFP 2011-012**

The Guam Visitors Bureau “GVB”, a non-stock, non-profit membership corporation, is soliciting proposals from established marketing companies to act as GVB’s tourism destination marketing representative in China (main focus will be Beijing, Shanghai, Guangzhou including second tier cities) to assist GVB in promoting Guam tourism and achieving visitor arrival goals, and to act as GVB’s liaison office in matters pertaining to Guam.

Request for Proposal (RFP) packages may be obtained at the GVB’s Main Office, in Tumon, Guam, anytime from Monday through Friday, excluding Guam holidays, between 8:00 a.m. and 5:00 p.m. The RFP may also be downloaded at the Guam Visitors Bureau’s website at www.visitguam.org. **Deadline for submission of all proposals is 5:00 p.m. Chamorro Standard Time (Guam Time), Friday, September 9, 2011.** All proposals must be submitted to the attention of: **Joann G. Camacho, General Manager.**

A **non-refundable US\$25.00 fee** is required for each RFP packet picked up at the GVB’s Main Office. Methods of acceptable payment to the Bureau are:

- 1) US\$ cash
- 2) Bank Wire Transfer
- 3) Major Credit Card – Visa, MasterCard, Discover, JCB

The Evaluation Committee, with the written approval of the General Manager, reserves the right to reject any or all proposals, solicit new proposals, waive minor informalities or irregularities or award the representation services in China in whole or in part.

All questions regarding the proposal should be made in writing and directed to Joann G. Camacho, General Manager, via email at jcamacho@visitguam.org or by phone at (671) 646-5278 or thru fax (671) 646-8861. Except to the above persons named, direct or indirect contact with the GVB Management or Staff, Board members, or any person participating in the selection process is prohibited.

**/s/ Joann G. Camacho
General Manager**

This ad is paid for by the Tourist Attraction Fund



SECTION 1: RFP OVERVIEW AND INSTRUCTIONS

1.0 Summary & Background 1
1.1 Company 1
1.2 Contract Terms and Options 1
1.3 Single Point of Contact..... 1
1.4 Required Review 2
1.5 Pre-Proposal Conference 2
1.6 General Requirements 2
1.7 Submitting a Proposal 5
1.8 Cost of Submitting a Proposal..... 6

SECTION 2: RFP STANDARD INFORMATION

2.0 Authority 6
2.1 Offeror Competition 6
2.2 Receipt of Proposals and Public Inspection 6
2.3 Classification and Evaluation of Proposals..... 7

SECTION 3: SERVICES REQUIRED

3.1 Guam Visitors Bureau Objectives 8
3.2 Guam Visitors Bureau Responsibilities 8
3.3 Scope of Work..... 9

SECTION 4: OFFEROR QUALIFICATIONS

4.0 Right to Investigate and Reject 13
4.1 Offeror Informational Requirements..... 13

SECTION 5: EVALUATION

5.0 Evaluation 14
5.1 Evaluation Criteria 14
5.2 Evaluation and Award..... 15

APPENDIX A: AFFIDAVITS

AFFIDAVIT A: Major Shareholder Disclosure Affidavit
AFFIDAVIT B: Conflict of Interest Disclosure and Statement of Understanding
AFFIDAVIT C: Restriction Against Contractors Employing Convicted Sex Offenders from Working at
Government of Guam Venues

APPENDIX B: Timetable 21

SECTION 1: RFP OVERVIEW AND INSTRUCTIONS

1.0 SUMMARY AND BACKGROUND

The Guam Visitors Bureau “GVB”, a non-stock, non-profit membership corporation, is soliciting proposals from established marketing companies to act as GVB’s tourism destination marketing representative in China (main focus will be Beijing, Shanghai, Guangzhou including second tier cities) to assist GVB in promoting Guam tourism and achieving visitor arrival goals, and to act as GVB’s liaison office in matters pertaining to Guam. The contractual obligation of both parties shall be for a one-year period, with four one-year options to renew, total of five (5) years (FY2012, FY2013, FY2014, FY2015 and FY2016) and is subject to fiscal year-end performance reviews and to the appropriation and availability of funds thereof.

1.1 COMPANY

The GVB is a public non-stock, non-profit membership corporation tasked with the general responsibility to promote the visitor industry on Guam. The Bureau is guided by policies established and developed by its Board of Directors as authorized by Guam law. The Bureau’s Board is comprised of twelve (12) voting directors and one (1) alternate director who collectively establish general guidelines necessary to meet the Bureau’s goals and objectives, including the identification of short- and long-term goals. The General Manager oversees daily operations of the Bureau. Personnel from Administration, Community Programs, Research and Marketing provide staff support in overseeing the terms of this work. Department staff administers and support the goals and activities of Board Standing committees, which are chaired by volunteer Board Members and whose membership is comprised of industry, community and governmental representatives. The GVB currently has marketing representative offices in Japan, Korea, China, Hong Kong, Taiwan and the Philippines. GVB’s funding source is the Tourist Attraction Fund (TAF). Occupancy taxes, currently at 11%, are collected and deposited into the TAF. Aside from supporting the GVB operations, the TAF also supports the development and promotion of tourism-related projects and the maintenance of public parks, beaches and recreational facilities.

1.2 CONTRACT TERMS AND OPTIONS

The contract(s) awarded under this RFP may be for tourism destination marketing representation services as described in Section 3: Services Required. The decision to issue and award the project shall be the sole discretion of the GVB and shall be subject to certain conditions, including the following: the availability of funds, the GVB’s satisfaction with the offeror’s work and the successful negotiation of the fee. The renewal option of the awarded contract after the first fiscal year shall be based on the offeror receipt of a satisfactory performance review from the GVB Marketing Department and only if all original contract terms, conditions and prices remain the same or changes have been authorized by GVB.

1.3 SINGLE POINT OF CONTACT

From the date this RFP is issued until an offeror is selected and the selection is announced by the procurement officer, offerors are not allowed to communicate with any staff or officials of the Office of the Governor and GVB regarding this procurement, except at the direction of Mrs. Joann G. Camacho, GVB General Manager. Contact information for the single point of contact is as follows:

Joann G. Camacho
General Manager
Guam Visitors Bureau
401 Pale San Vitores Road
Tumon Bay, Guam USA 96913
jcamacho@visitguam.org

1.4 REQUIRED REVIEW

- 1.4.1** The offeror is required to read each and every page of the Proposal and by the act of submitting a proposal shall be deemed to have accepted all conditions contained therein except as noted elsewhere. In no case will failure to inspect constitute grounds for a claim or for the withdrawal of a proposal after opening. Proposals shall be filled out in ink or typewritten and signed in ink. Erasures or other changes in a proposal must be explained or noted over the signature of the offeror. Proposals containing any conditions, omissions, unexplained erasures or alterations or items not called for in the RFP, or irregularities of any kind may be rejected by the GVB as being non-complying.
- 1.4.2** **Form of Questions.** Offerors with questions or requiring clarification or interpretation of any section within this RFP must address these questions in writing or via e-mail to the single point of contact referenced above on or before the date specified in the Timetable (Appendix B). Each question must provide clear reference to the section, page and item in question. Questions received after the deadline may not be considered.
- 1.4.3** **Responses.** The GVB will provide a written answer to all questions received by the date specified in the section Timetable. The response will be by formal written addendum. Any form of a written addendum will be forwarded to all offerors who have picked up a RFP by the close of business on the date listed in the Timetable. Offerors must sign and return any addendum with their RFP response.

1.5 PRE-PROPOSAL CONFERENCE

Pre-proposal conferences may be permitted anytime prior to the date of receipt established herein. The conferences will be conducted only to explain the procurement requirements for this RFP. The GVB will notify the offerors of any substantive clarification provided in response to any inquiry. The GVB will extend the due date if such information significantly amends the solicitation or makes compliance with the original proposed due date impractical.

1.6 GENERAL REQUIREMENTS

- 1.6.1** **Acceptance of Standard Terms and Conditions/Contract.** By submitting a response to this RFP, offeror agrees to acceptance of the standard terms and conditions and contract as set out in this RFP. Much of the language included in the standard terms and conditions and contract reflects requirements of Guam Procurement Law. Requests for any necessary licenses, or any added provision must be submitted to the procurement officer referenced above by the date for receipt of written questions and must be accompanied by an explanation of why the exception is being sought and what specific effect it will have on the offeror's ability to respond to the RFP or perform the contract. The GVB reserves the right to address non-material requests for exceptions with the high scoring offeror during contract negotiation. Any material exceptions requested and granted to the standard terms and conditions and contract language will be addressed in any formal written addendum issued for this RFP and will apply to all offerors submitting a response to this RFP. The GVB will make any final determination of changes to the standard terms and conditions and/or contract.
- 1.6.2** **Resulting Contract.** This RFP and any addenda, the offeror's RFP response, including any amendments, a best and final offer, and any clarification question responses shall be included in any resulting contract. The contract shall contain the contract terms and conditions that will form the basis of any contract between the GVB and the highest scoring offeror. In the event of a dispute as to the duties and responsibilities of the parties under this contract, the contract, along with any attachments prepared by the GVB will govern in the same order of precedence as listed in the contract.
- 1.6.3** **Mandatory Requirements.** To be eligible for consideration, an offeror *must* meet the intent of all mandatory requirements. The GVB will determine whether an offeror's RFP response complies with the intent of the requirements. RFP responses that do not meet the full intent of all requirements listed in this RFP may be subject to point reductions during the evaluation process or may be deemed non-responsive.

- 1.6.4 Understanding of Specifications and Requirements.** By submitting a response to this RFP, offeror agrees to an understanding of and compliance with the specifications and requirements described in this RFP.
- 1.6.5 Prime Contractor/Subcontractors.** The highest scoring offeror will be the prime contractor if a contract is awarded and shall be responsible, in total, for all work of any subcontractors. All subcontractors, if any, must be listed in the proposal and full contact information of all subcontractors must be provided to GVB at the beginning and throughout the contractual relationship. The GVB reserves the right to approve all subcontractors in writing. The Contractor shall be responsible to the GVB for the acts and omissions of persons employed directly by the Contractor. Further, nothing contained within this document or any contract documents created as a result of any contract awards derived from this RFP shall create any contractual relationships between any subcontractor and the GVB.
- 1.6.6 Offeror's Signature.** Any individual authorized to legally bind the business submitting the proposal must sign the proposals in ink. The offeror's signature on a proposal in response to this RFP guarantees that the offer has been established without collusion and without effort to preclude the GVB from obtaining the best possible supply or service. Proof of authority of the person signing the RFP response must be furnished upon request.
- 1.6.7 Offer in Effect for 120 Days.** A proposal may not be modified, withdrawn or canceled by the offeror for a 120-day period following the deadline for proposal submission as defined in the Timetable, or receipt of best and final offer, if required, and offeror so agrees in submitting the proposal.
- 1.6.8 Major Shareholders Disclosure Affidavit.** As a condition of offeror, any partnership, sole proprietorship or corporation doing business with the GVB shall submit an affidavit, executed under oath that lists the name and address of any person who holds more than 10 percent (10%) of the outstanding interest or shares in said partnership, sole proprietorship or corporation at any time during the twelve (12) month period immediately preceding submission of a bid. The affidavit shall contain the number of shares or the percentage of all assets of such partnership, sole proprietorship or corporation, which are held by such person during the twelve (12) month period. In addition, the affidavit shall contain the name and address of any person who has received or is entitled to receive a commission, gratuity or other compensation for procuring or assisting in obtaining business related to the proposal for the offeror and shall also contain the amounts of any such commission, gratuity or other compensation. The affidavit shall be open and available to public inspection and copying.
- 1.6.9 Conflict of Interest Disclosure and Statement of Understanding Affidavit.** Each individual or firm submitting a proposal for any portion of the work covered by the proposal by the proposing documents shall execute this affidavit.
- 1.6.10 Restriction Against Contractors Employing Convicted Sex Offenders From Working At Government of Guam Venues.** Each individual or firm submitting a proposal for any portion of the work covered by the proposal by the proposing documents must warrant that no person in its employment who has been convicted of a sex offense under the provisions of Chapter 25 of Title 9 of the Guam Code Annotated or of an offense defined in Article 2 of Chapter 28 of Title 9 of the Guam Code Annotated, or who has been convicted in any other jurisdiction of an offense with the same elements as heretofore defined, or who is listed on the Sex Offenders Registry, shall provide services on behalf of the service provider while on Government of Guam property, with the exception of public highways. If any employee of a service provider is providing service on the contracted service or government of property and is convicted subsequent to an award of a contract, then the service provider warrants that it will notify the GVB of the conviction within twenty-four hours of the conviction, and will immediately remove such convicted person from providing services on the contracted service or government property. If the service provider is found to be in violation of any of the provisions of this paragraph, then the GVB will give notice to the service provider to take corrective action. The service provider shall take corrective action within twenty-four hours of notice from the GVB and the service provider shall notify the GVB when action has been taken. If the service provider fails to take corrective steps within twenty-four hours of notice from the

GVB, then the GVB, in its sole discretion may suspend temporarily any contract for services until corrective action has been taken.

Please note that the statutory restriction does not prohibit service providers from employing sex offenders. The statute also does not prevent the sex offenders employees from providing services under a government contract so long as none of the work is done while on Government of Guam property.

1.6.11 Rejection. The GVB shall have prerogative to reject proposals in whole or in part if a determination is made such to be in the public interest or for any reason allowed by law.

1.6.12 Invoicing and Payment Terms and Conditions: All invoices from the offeror who is awarded the contract arising from this RFP shall include supporting documents (i.e., timesheets, shipping invoices, consumable listings, receipts, etc.). All supporting documents must be reviewed and approved by GVB prior to invoice submittal for charges. All GVB approved invoices will be paid net thirty (30) days from the date the invoices are received by GVB. Payment shall be made using a method mutually agreed upon by GVB and the successful offeror. Invoices must be submitted no later than three (3) months after completion of any given task or project. Failure to do so may result in forfeiture of payment.

1.6.13 Currencies of Proposal and Payment: All rates and prices in the proposal and all payments to the offeror shall be in the currency of the United States of America.

1.6.14 Taxes. Offerors are cautioned that they are subject to Guam Business Privilege Taxes, including Gross Receipts Tax and Guam Income Taxes on Guam transactions. Specific information on taxes may be obtained from the Director of Revenue and Taxation.

1.6.15 Licensing. Offerors are cautioned that they are subject to Guam Licensing laws. Specific information on licenses may be obtained from the Guam Department of Revenue and Taxation.

1.6.16 Covenant Against Contingent Fees. The offeror warrants that he/she has not employed any person to solicit or secure any resultant contract upon agreement for a commission, percentage, brokerage, or contingent fee. Breach of this warranty shall give the GVB the right to terminate the contractor or at its discretion to deduct from the contract price or consideration the amount of such commission, percentage, brokerage, or contingent fees. This warranty shall not apply to commission payable by contractors upon contracts or sales secured or made through bona fide established commercial or selling agencies maintained by the contractors for the purpose of securing business.

1.6.17 Equal Employment Opportunity. Section 3.01(1) of the Presidential Executive Order No. 10935 dated March 7, 1965, requires the offeror not to discriminate against any employee or applicant for employment because of race, creed, color or national origin. The offeror will take affirmative action to insure that applicants are employed and that employees are treated equally during employment without regard to their race, creed, color or national origin.

1.6.18 Assignment. Assignment will not be accepted without prior approval from the GVB. Request for approval of assignment must be made with the submission of the proposal. No assignment will be accepted if the request is not made with the proposal.

1.6.19 General Intention. Unless otherwise specified, it is the declared and acknowledged intention and meaning of these General Terms and Conditions for the offeror to provide the GVB with specified services.

1.6.20 Form of Proposal. All proposals must be submitted in writing. It should include a listing of current and former business clients and a description of the type of work performed or are being performed. At a minimum, if the offeror is an individual, the proposal should include a complete resume of the individual. If the offeror is a firm,

the proposal should include a resume of the firm's principal(s). The proposal shall also indicate any current or historical engagement or relationships with any public or private party that could potentially create a conflict of interest with the Government of Guam or any of its agencies or instrumentalities.

1.6.21 Modification/Alteration. After the receipt and evaluating of proposals and at its option, the GVB may conduct discussions with the responsible offerors who have submitted proposals reasonably considered to be selected for the award with the purpose of clarification to assure full understanding and responsiveness to the solicitation requirement. Offerors shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision to proposals and such revisions shall be permitted after submission and prior to award for the purpose of obtaining best and final offers. However, please bear in mind that proposals should be submitted initially on your most favorable terms. In conducting discussions there shall be no disclosure of any information derived from proposals submitted by competing offerors.

1.6.22 Modification or Withdrawal of Proposals. Proposals may be modified or withdrawn at any time prior to the conclusion of discussions.

1.7 SUBMITTING A PROPOSAL

1.7.1 Organization of Proposal. Offerors must organize their proposal into sections that follow the format of this RFP, with tabs separating each section. A point-by point response to all numbered sections, subsections and appendices is required. If no explanation or clarification is required in the offeror's response to a specific subsection, the offeror shall indicate so in the point-by-point response or utilize a blanket response for the entire section with the following statement:

"(Offeror's Name)" understands and will comply.

1.7.2 Failure to Comply with Instructions. Offerors failing to comply with these instructions may be subject to point deductions. The GVB may also choose to not evaluate, may deem non-responsive, and/or may disqualify from further consideration any proposals that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.

1.7.3 Multiple Proposals. Offerors may, at their option, submit multiple proposals, in which case each proposal shall be evaluated as a separate document.

1.7.4 Copies Required and Deadline for Receipt of Proposals. Any proposals submitted after the above deadline will not be accepted. Submitted proposals must remain valid for at least ninety (90) days. In response to this RFP, both a sealed technical proposal and a sealed price/fee proposal, containing the offeror's cost and pricing data, must be submitted concurrently. Each technical proposal must be in writing with one (1) Original and five (5) copies. The technical proposal must be submitted in a separate sealed envelope from the price proposal. The sealed envelope shall be marked plainly:

**Guam Visitors Bureau
Attention: Joann Camacho, General Manager
Request for Proposal No. GVB RFP 2011-012
Representation Services In China Proposal**

In a second separate sealed envelope, the offeror shall also submit one (1) Original schedule of proposed price/fee for the type of services and a total all-inclusive maximum price per month and for each fiscal year (October 1~September 30). The sealed envelope shall be marked plainly:

**Guam Visitors Bureau
Attention: Joann Camacho, General Manager
Request for Proposal No. GVB RFP 2011-012
Representation Services In China Price Proposal**

Facsimile responses to this RFP will not be accepted.

1.7.5 Late Proposals. *Regardless of cause, late proposals will not be accepted and will automatically be disqualified from further consideration.* It shall be the offeror's sole risk to assure delivery at the GVB receptionist's desk at the designated office by the designated time. Late proposals will not be opened and may be returned to the offeror at the expense of the offeror or destroyed if requested.

1.8 COST OF SUBMITTING A PROPOSAL

1.8.1 GVB Not Responsible for Preparation Costs. The costs for developing and delivering responses to this RFP and any subsequent presentations of the proposal as requested by the GVB are entirely the responsibility of the offeror. The GVB is not liable for any expense incurred by the offeror in the preparation and presentation of their proposal or any other costs incurred by the offeror prior to execution of a contract.

1.8.2 All Timely Submitted Materials Become the Property of the GVB. All materials submitted in response to this RFP become the property of the GVB and are to be appended to any formal documentation, which would further define or expand any contractual relationship between the GVB and offeror resulting from this RFP process.

SECTION 2: RFP STANDARD INFORMATION

2.0 AUTHORITY

This RFP is issued under the authority of the Guam Procurement Act (Public Law 16-124) and the Guam Procurement Regulations. The RFP process is a procurement option allowing the award to be based on stated evaluation criteria. The RFP states the relative importance of all evaluation criteria.

2.1 OFFEROR COMPETITION

The GVB encourages free and open competition among offerors. Whenever possible, the GVB will design specifications, proposal requests, and conditions to accomplish this objective, consistent with the necessity to satisfy the GVB's need to procure technically sound, cost-effective services and supplies.

2.2 RECEIPT OF PROPOSALS AND PUBLIC INSPECTION

2.2.1 Receipt/Opening of Proposals. Proposals shall not be opened publicly, and shall be opened in the presence of two or more procurement officials. Proposals and modifications shall be time-stamped upon receipt and held in a secure place until the established due date. After the date established for receipt of proposals, a Register of Proposals shall be prepared which shall include for all proposals the name of each offeror, the number of modifications received, if any, and a description sufficient to identify the supply, service, or construction item offered. The Register of Proposals shall be opened to public inspection only after award of the contract. Proposals and modifications shall be shown only to government personnel having a legitimate interest in them.

2.2.2 Review of Proposals. Upon opening the proposals received in response to this RFP, the procurement officer in charge of the solicitation will establish an evaluation committee to review and evaluate all proposals.

2.3 CLASSIFICATION AND EVALUATION OF PROPOSALS

- 2.3.1 Initial Classification of Proposals as Responsive or Non-Responsive.** All proposals will initially be classified as either “responsive” or “non-responsive”. Proposals may be found non-responsive any time during the evaluation process or contract negotiation if any of the required information is not provided; the submitted price is found to be excessive or inadequate as measured by criteria stated in the RFP; or the proposal is not within the plans and specifications described and required in the RFP. If a proposal is found to be non-responsive, it will not be considered further.
- 2.3.2 Determination of Responsibility.** The procurement officer will determine whether an offeror has met the standards of responsibility. Such a determination may be made at any time during the evaluation process and through contract negotiation if information surfaces that would result in a determination of non-responsibility. If an offeror is found non-responsible, the determination must be in writing, made a part of the procurement file and mailed to the affected offeror.
- 2.3.3 Evaluation of Proposals.** The evaluation committee will evaluate the remaining proposals and recommend whether to award the contract to the highest ranking offeror or, if necessary, to seek discussion/negotiation or a best and final offer in order to determine the highest scoring offeror. All responsive proposals will be evaluated based on stated evaluation criteria. In scoring against stated criteria, the GVB may consider such factors as accepted industry standards and a comparative evaluation of all other qualified RFP responses in terms of differing price, quality, and contractual factors. These scores will be used to determine the most advantageous offering to the GVB.
- 2.3.4 Completeness of Proposals.** Selection and award will be based on the offeror’s proposal and other items outlined in this RFP. Submitted responses may not include references to information located elsewhere, such as Internet websites or libraries, unless specifically requested. Information or materials presented by offerors outside the formal response or subsequent discussion/negotiation or “best and final offer,” if requested, will not be considered, will have no bearing on any award, and may result in the offeror being disqualified from further consideration.
- 2.3.5 Pre-Selection Interviews.** After receipt of all proposals and prior to the determination of the award, the GVB may initiate discussion, with one or more offerors, if clarification or negotiation is necessary. Offerors may also be required to make an oral presentation and/or product demonstration to clarify their RFP response or to further define their offer. In either case, offerors should be prepared to send qualified personnel to meet with the GVB to discuss technical and contractual aspects of the proposal. Oral presentations and product demonstrations, if requested, shall be at the offeror’s expense.
- 2.3.6 Best and Final Offer.** The “Best and Final Offer” is an option available to the GVB under the RFP process, which permits the GVB to request a “best and final offer” from one or more offerors if additional information is required to make a final decision. Offerors may be contacted asking that they submit their “best and final offer,” which must include any and all discussed and/or negotiated changes. The GVB reserves the right to request a “best and final offer” for this RFP, if any, based on price/cost alone.
- 2.3.7 Evaluation Committee Recommendation for Contract Award.** The evaluation committee will provide a written recommendation for contract award to the procurement officer that contains the scores, justification and rationale for its decision. The procurement officer will review the recommendation to ensure its compliance with the RFP process and criteria before concurring in the evaluation committee’s recommendation.
- 2.3.8 Contract Negotiation.** The procurement officer and/or GVB representatives may begin contract negotiation with the responsive and responsible offeror whose proposal achieves the highest score and is, therefore, the most advantageous to the GVB. If contract negotiation is unsuccessful or the highest scoring offeror fails to provide necessary documents or information in a timely manner, or fails to negotiate in good faith, the GVB may

terminate negotiations and begin negotiations with the next highest scoring offeror.

2.3.9 Contact for Contract Negotiation. If your company is rated as the best qualified to perform the services as described herein, please designate a person whom we may contact for prompt negotiation.

NAME: _____ TITLE: _____

COMPANY: _____

ADDRESS: _____

TELEPHONE: _____ FACSIMILE: _____

EMAIL: _____

2.3.10 Failure to Negotiate Contract with Best Qualified Offeror. If compensation, contract requirements, or contract documents cannot be agreed upon with the best qualified offeror, a written record stating the reasons therefore shall be placed in the file and the GVB will advise such offeror of the termination of negotiations which shall be confirmed by written notice within three (03) days. Upon failure to negotiate a contract with the best-qualified offeror, the GVB will enter into negotiations with the next most qualified offeror. If negotiations again fail, negotiations will be terminated as provided in the Section and commence with the next qualified offeror.

2.3.11 Contract Award. Contract award, if any, will be made to the highest ranking offeror who provides all required documents and successfully completes contract negotiation. All parties will execute a formal contract incorporating the Standard Terms and Conditions. The contract may be awarded in part or whole depending on the offeror's proposal as deemed in the best interest of the GVB.

SECTION 3: SERVICES REQUIRED

3.1 GUAM VISITORS BUREAU OBJECTIVE

- Reach 15,000 visitor arrivals from China at the end of FY2012 with focus on high-end affluent outbound Chinese travelers.
- Facilitate the development of the China market and to build industry relations with Stake Holders, Chamber of Commerce, U.S. and China Governmental Departments and the EXPAT Communities and Associations.
- Develop and increase air lift capacity for continued scheduled charter services with a goal in establishing regular air service by the end of 2012 year or the implementation date of the Guam and Commonwealth of the Northern Mariana Islands (CNMI) China/Russia Visa Waiver initiative.
- Establish a strong Guam presence in the market as influential leaders in the industry.
- Perform public relations, advertising, website and other tourism destination marketing activities that would generate additional demand for travel to Guam, as well as, to generate additional publicity for Guam.

3.2 GUAM VISITORS BUREAU RESPONSIBILITIES

- GVB will provide to the Agency detailed market share information.

3.3 SCOPE OF WORK

GVB seeks to retain a qualified professional tourism destination marketing agency ("Agency") with strong travel trade and Chinese governmental marketing relations experience to act as GVB's marketing representative in China for the purpose of assisting GVB in promoting Guam tourism and achieving visitor arrival goals, and to act as GVB's China liaison office in matters relative to the scope of services pertaining to Guam.

Agency will serve as GVB's marketing representative in China to perform, upon authorization by GVB, any or all of the following services to the extent necessary to meet GVB's needs (not all-inclusive).

The services required include, but are not limited to the following:

1. The Agency shall act as the GVB marketing representative and shall perform general duties as required including, but not limited to, representation in target markets where Guam is being promoted to outbound travelers who fit the demographics Guam is seeking to attract in China.
2. The Agency shall provide office space for its performance of its obligations while acting as GVB's tourism destination marketing representative and fulfilling the general duties of marketing, travel trade and Chinese governmental relations, tourism sales, PR, advertising, social media programs/platforms and website updating, maintenance and reporting. Said office will initially be in the same building as the Agency's office and equipped with all necessary modern communication equipment such as telephone, mobile phone, copier machine, fax and computers for email, online marketing and the like, to be furnished by the Agency. The said office must be located in Beijing with branch offices in Shanghai, Guangzhou including support services in second tier cities.
3. The Agency shall dedicate at least one telephone line for use as GVB's telephone. In answering phone calls on this line, the greeting shall be "Hafa Adai, Guam Visitors Bureau" or "Guam Visitors Bureau," or similar appropriate saying in the local language that will identify the GVB office clearly.
4. The Agency shall appoint an account manager to work routinely with GVB's head office management and staff in Guam, and such work shall include but not be limited to handling all communications with and directives from GVB Marketing Department. The Account Executive appointed to represent GVB must be personally present and act as the main coordinator at any function being implemented by the Agency on behalf of GVB. At no time is the Agency allowed to assign, hire or appoint an inexperienced travel destination promoter to represent GVB in presentations, seminars, trade/consumer travel shows and other related promotional activities without the expressed written approval from the GVB Marketing Department.
5. Regional marketing representation may be provided to all or part of Micronesia, but major emphasis/focus shall always be on Guam as the main destination.
6. Marketing representation services shall be conducted under the name of the "Guam Visitors Bureau." Whenever applicable, in terms of promotional literature or signboards for promotional events/shows, "Guam USA – The Closest US Destination from China" slogan or any other such slogan that may be developed for certain marketing projects as deemed necessary by the GVB Marketing Department from time to time, shall appear.
7. The Agency shall conduct a market survey of the China travel industry biannually to determine the nature of travel services presently offered or desired for Guam in China.
8. The Agency shall initiate contact with tour wholesalers, airlines, hotels, travel agencies, and travel publications periodically and routinely to establish favorable working relationships, in consideration of possible future cooperative efforts for joint promotional programs in sales, PR, advertising and/or website activities and to develop strong and close relationships with both Chinese and U.S. government representatives in the market. These promotional programs will include, but will not be limited to, familiarization trips to Guam for journalists and/or specialized travel agents,

destination Guam product update seminars/workshops in the various cities, participation in trade and consumer travel shows, represent GVB as identified by GVB's Marketing Department at functions and meetings, interviews and all other representation activities related to Guam promotions.

9. The Agency shall have the talent or resources to create and write a comprehensive tourism destination marketing plan, to include a media schedule, on an annual basis. The plan shall be dynamic and flexible enough to allow for change monthly or quarterly.
10. The Agency shall have the capabilities to perform analytical work to determine current travel trends in the China market that could be beneficial or detrimental to Guam.
11. The Agency shall have a monitoring plan to review GVB's programs and activities for effectiveness, and must be able to change with or adapt to market conditions.

Agency's Responsibilities and Duties include but are not limited to the following:

- (1) Promote Guam and the Guam brand as a convenient, safe and upscale tourist destination to the China media and travel industry.
- (2) Develop industry sales, PR, advertising, online social media and website programs and activities designed to meet GVB's needs and budgetary limitations.
- (3) Analyze the effect of sales, PR, advertising, online social media and website programs and activities implemented and work to improve them.
- (4) Support the planning and execution of marketing, PR, advertising, online social media and website plans for GVB.
- (5) Support GVB's China (main focus will be Beijing, Shanghai, Guangzhou including second tier cities) PR, advertising, marketing, online social media and website strategy, where applicable, in all agreed upon and potential target markets.
- (6) Support GVB's China (main focus will be Beijing, Shanghai, Guangzhou including second tier cities) marketing strategy by focusing on affluent experienced Chinese travelers, expatriates, corporate/business for group leisure and MICE (Meetings, Incentives, Conventions, and Exhibitions), weddings/honeymoon, divers, golfers, educational, and other key niche markets.
- (7) Conduct sales calls, meetings and presentations to key individuals, organizations and companies in line with GVB's overall China (main focus will be Beijing, Shanghai, Guangzhou including second tier cities) sales, PR, advertising, online social media and website strategy.
- (8) Conduct regular monthly or more frequent sales calls to tour operators, travel agents and airlines already packaging Guam as well as to those who may be interested in adding Guam to their tour programs.
- (9) Identify potential clients and work with organizations that have visited Guam in the past as part of their incentive travel to share the Guam message.
- (10) Monitor activities of Guam's competition and advise GVB Head Office Marketing Department on strategies to counter competitive initiatives with positive PR and/or advertising.
- (11) Analyze market trends and identify potential opportunities.
- (12) Consult in the production of sales, PR and advertising tools in coordination with GVB's China Marketing strategy as authorized by GVB Head Office.

- (13) Make timely payments to all persons or firms supplying goods and/or services as part of GVB's sales, marketing, PR, advertising and website activities in China.
- (14) Advise and bill GVB in a timely manner all applicable sales, marketing, PR, advertising and website remittances made by the Agency for GVB's account and maintain complete and accurate books and records in this regard.
- (15) Prepare an annual fiscal year (FY) China sales, marketing, PR, advertising and website plan and budget.
- (16) Work collaboratively and cooperatively with GVB Head Office on select programs, events and activities in support of GVB's China strategy.
- (17) Where applicable, work with tour agent offices, organizations, corporations, airlines and regional offices of said entities in China's major cities and others to ensure good understanding and recognition of Guam.
- (18) Work with the US Embassy/Consulates, US Commercial Services, National Tour Association China Office, the American Chamber of Commerce (AMCHAM), Pacific Asia Travel Association (PATA), and other such organizations, especially those of the EXPATS living in China to develop and push Guam packages.
- (19) Where and when necessary, work with GVB Head Office to identify, strategize and establish a foothold and reach using the GVB China website as a powerful marketing communication tool.
- (20) Prepare media kits to use as sales tools to share with tour agents, airlines, etc. while prospecting for potential visitors to Guam.
- (21) Stay updated on changes, upgrades and new developments on Guam.
- (22) Develop Point-of-Sale (POS) collaterals such as posters, manuals, Guam general information brochures, flyers and pamphlets, displays, and other marketing tools and print materials in support of sales, marketing, PR, advertising and website activities.
- (23) Where applicable, work collaboratively with GVB Head Office Marketing Department on the planning and execution of Special Promotions, Fam Tours, trade and consumer travel shows, seminars, events and any other activities or events as requested and/or agreed upon with the GVB Head Office.
- (24) Promote Guam as a tourist destination by distributing promotional materials supplied by GVB which contains tourist related information such as inbound operators, hotels, restaurants, option tours, shopping and government regulations to the general public and representatives of the China travel industry.
- (25) Respond to all consumer or trade inquiries, oral or written, within four (4) business days of receiving the inquiry. Translated copies of the Agency responses are to be forwarded to GVB Head Office Marketing Department and made a part of the Monthly Activity Report.
- (26) Prepare and submit to GVB a Weekly Status Report (WSR) along with complete information on the contact report form, in addition to the Monthly Activity Report (MAR) outlining measures taken by the Agency in promoting Guam as a tourist destination. Each MAR shall be based on the activities performed from the beginning to the end of each calendar month during the term of the contract. Each report must also include all invoices detailing relevant monthly expenses incurred by the Agency along with photocopies of original receipts translated in English in fulfilling its obligations under the contract. The MAR shall be in the format and specifications of a report template provided by GVB Marketing Department and due on the 15th of each following month.

- (27) Prepare and submit to GVB detailed Trip Reports outlining measures taken by the Agency in promoting Guam as a tourist destination during the approved travel. Each report will be based on the activities performed for each trip conducted on behalf of GVB during the term of the contract. Trip reports are to be submitted within ten (10) working days following the conclusion of approved travel.
- (28) Work to ensure all activities by the Agency are in line with GVB's China marketing strategy with the use of the new Guam brand and China website.
- (29) Inform GVB of any fact or occurrence that affects GVB's interests, and disclose to GVB any personal, business, or financial interest (including but not limited to any ownership interest in, representation of, or employment by any person or firm providing any product or service that competes with any product or service provided by GVB) that may impair or otherwise affect the Agency's ability to represent GVB's interests to the maximum extent contemplated by its contract, or that may actually or potentially result in the disclosure by the Agency of any confidential information with respect to GVB or the representation of GVB by the Agency.
- (30) Not enter into contracts on GVB's behalf with artists or other independent contractors who employ the Agency as their agent, with entities owned or controlled by the Agency or entities in which the Agency has an interest, without prior disclosure to and specific written approval by GVB.
- (31) Not perform work itself that it is obligated under the contract out to other parties without prior disclosure to and specific written approval by GVB.
- (32) Cooperate with GVB in providing its services required under the contract.
- (33) Protect and preserve any confidential information and trade secrets generated for and by GVB and disclosed by GVB to the Agency throughout the course of its contractual relationship term plus an additional two (2) years after the contract expires.
- (34) Provide translated copies of pertinent news and industry information of interest to the GVB and Guam.
- (35) Develop and implement proactive sales, PR, advertising, online social media, website and marketing programs and activities.
- (36) Conduct crisis communication consulting.
- (37) Work cooperatively with GVB Head Office to counter negative publicity, which may arise.
- (38) Maintain regular contacts with travel writers, editors, publishers and other related media.
- (39) Develop and create a positive image of Guam in China via PR and selected means of communication.
- (40) Stimulate the desire for affluent leisure, business, and EXPAT travel to Guam.
- (41) Develop awareness of Guam's attractions and facilities for leisure travel, meetings and incentive travel.
- (42) Seek opportunities for special feature supplements, television documentaries and location filming for exposure of Guam through print and electronic media.
- (43) Maintain constant and frequent communication with the GVB Head Office.
- (44) Plan press interviews and conferences to generate favorable publicity for Guam.

- (45) Maintain a library of reference information about Guam.
- (46) Produce and distribute a minimum of three (3) press releases a month about Guam and activities related to Guam with prior review and approval by the GVB Head Office Marketing Department.
- (47) Utilize to a maximum the GVB China website and ad creative to build and grow recognition and a positive understanding of Guam in China.
- (48) Prepare and submit to GVB Head Office a Fiscal Year End Report that encapsulates all activities performed in the entire year of contract term. The Year End Report shall be in the format and specifications of a report template provided by GVB and due no later than October 15th of each year.
- (49) Perform work and other assignments as provided by the GVB Head Office Marketing Department.

Compensation will be for services rendered and based on negotiated rates. A set budget will be allocated for GVB's public relations and marketing representation services on a monthly basis. The budget will take effect on the commencement date of the contract awarded to the Agency, through September 30, 2012, the end of the 2012 fiscal year. The budget amount may vary and is subject to change. The contractual obligation of both parties in each fiscal period succeeding the first is subject to a satisfactory performance review, the appropriation and availability of funds therefore.

GVB has a budget allocation for the implementation and execution of various activities such as advertising, public relations programs and special promotions or events as specified in the "Scope of Services." Such activities will be budgeted after due discussions and recommendations from the Agency.

SECTION 4: OFFEROR QUALIFICATIONS

4.0 RIGHT TO INVESTIGATE AND REJECT

The GVB may make such investigations as deemed necessary to determine the ability of the offeror to provide the supplies and/or perform the services specified. The GVB reserves the right to reject any proposal if the evidence submitted by, or investigation of, the offeror fails to satisfy the GVB that the offeror is properly qualified to carry out the obligations of the contract. *This includes the GVB's ability to reject the proposal based on negative references.*

4.1 OFFEROR INFORMATIONAL REQUIREMENTS

In determining the capabilities of an offeror to perform the services specified herein, the following informational requirements must be met by the offeror. The response "(Offeror's Name) understands and will comply" may not be appropriate for this section. (Note: Each item must be thoroughly addressed. Offerors taking exception to any requirements listed in this section may be found non-responsive or be subject to point deductions.)

4.1.1 References. Offeror shall provide a minimum of four (4) references that are using services of the type proposed in this RFP. The references may include local government or universities where the offeror, preferably within the last two (2) years, has successfully completed work similar to that included in this RFP.

At a minimum, the offeror shall provide the company name, the location where the services were provided, contact person(s), customer's telephone number, a complete description of the service type, and dates the services were provided. These references may be contacted to verify offeror's ability to perform the contract. The GVB reserves the right to use any information or additional references deemed necessary to establish the ability of the offeror to perform the conditions of the contract. Negative references may be grounds for proposal disqualification.

4.1.2 Resumes/Company Profile and Experience. Offeror shall specify how long the individual/company submitting the proposal has been in the business of providing services similar to those requested in this RFP and under what company name. A resume or summary of qualifications, work experience, education, skills, etc., which emphasizes previous experience in this area should be provided for all key personnel who will be involved with any aspects of the contract.

4.1.3 Method of Providing Services. Offeror should provide a description of the work plan and the methods to be used that will convincingly demonstrate to the GVB what the offeror intends to do, the timeframes necessary to accomplish the work, and how the work will be accomplished.

4.1.4 Determination of Responsibility of Offerors. The GVB reserves the right in securing from the offeror information necessary to determine whether or not they are responsible, and to determine their responsibility in accordance with the “Standard for Determination of the Most Qualified Offeror” section on the General Terms and Conditions.

4.1.5 Standard for Determination of Best Qualified Offeror. In determining the best qualified offeror, the GVB shall be guided by the following:

- A. The ability, capacity and skill of the offeror to perform;
- B. Whether the offeror can perform promptly or within the specified timeframe;
- C. The character, integrity, reputation, judgment, experience, and efficiency of the offeror;
- D. The quality of performance of the offeror with regards to awards previously made to him;
- E. The quality (qualifications, expertise, innovativeness, best business practices) of the proposal and the offeror’s ability to be responsive to both the known and future requirements;
- F. The previous and existing compliance by the offeror with laws and regulations relative to procurement;
- G. The sufficiency of the financial resources and ability of the offeror to perform;
- H. The offeror’s ability to meet the specifications of the RFP;
- I. If requested, the offeror must meet all ADA regulations and requirements; and
- J. The number and scope of the conditions attached to the offeror’s proposal.

SECTION 5: EVALUATION

5.0 EVALUATION

After receipt of all proposals, an evaluation team will be convened to select the most responsive and qualified offerors.

5.1 EVALUATION CRITERIA

The evaluation committee will review and evaluate the offers according to the following criteria based on a maximum possible value of 100 points. In the evaluation, rating and selecting proposals, the factors and their relative importance will be as follows:

5.1.1 Conformance with RFP Requirements

Maximum 100 Points

5.1.1.1 Submit an Executive Summary with a description of how your firm qualifies under the requirements of this RFP (page 8, Section 3: Services Required). Include a statement regarding your firm’s commitment and availability to perform the details in this RFP in the required timeframe. 35 points

5.1.1.2 Provide the name of the key contact and the street address of the office that would manage the tourism destination representation services. Include a mailing address, telephone number, e-mail address and website address of the firm. 5 points

- 5.1.1.3** Provide at least four (4) references of clients that are using services of the type proposed in this RFP (refer to Section 4.1.1). 10 points
- 5.1.1.4** Provide resumes or a summary of qualifications, work experience, education, skills, etc., which emphasizes previous experience in this area should be provided for all key personnel who will be involved with any aspects of the contract. 35 points
- 5.1.1.5** Provide an organizational chart and describe key personnel's proposed roles and responsibilities on this project. Submittals must identify the proposed project manager responsible for day-to-day management of project tasks and primary point of contact. Describe your organizational structure. Describe your firm's structure, including whether it is a Corporation, LLC, Partnership or other organization; as well as the length of time in business, number of employees, full and part time, and other information that would help characterize the firm. Provide a list of satellite offices and affiliates. You may include brochures or other material that may be helpful in evaluating your firm (refer to Section 4.1.2). 15 points

5.2 EVALUATION AND AWARD

An Evaluation Team will review all proposals. A maximum of 100 points may be awarded to a proposal. Award will be made based on a weighted point evaluation, to the responsive responsible proposer with the highest overall score.

The GVB shall have the right to award a contract for services in part to multiple qualified firms or in whole to one qualified firm.

The GVB shall have the right to reject all proposals or offers which have been submitted in response to this RFP, at any time, if the GVB determines such to be in the best interest of the Government of Guam for any reason allowed by law and/or regulation or for any reason whatsoever.

**APPENDIX A
GVB RFP 2011-012**

**AFFIDAVITS
A ~ C**

***Affidavit A:
Major Shareholder Disclosure Affidavit
(Offeror)***

***Affidavit B:
Conflict of Interest Disclosure and
Statement of Understanding
(Offeror)***

***Affidavit C:
Restriction Against Contractors Employing
Convicted Sex Offenders from Working at
Government of Guam Venues
(Offeror)***

- F. All proceedings and information derived from any part of the procurement process are confidential. It is a breach of ethical standards for an employee or volunteers to use confidential information for actual or anticipated personal gain, or for the actual or anticipated personal gain of any other person.
- G. Upon discovery of an actual or potential conflict of interest as stated above, all employees or volunteers shall promptly file a written statement of disqualification and shall withdraw from further participation in the procurement process and/or the transaction involved.

I have read this Conflict of Interest Disclosure and Statement of Understanding and represent that I am in compliance, and shall comply with the ethical standards as set forth above.

(Signature)

Subscribed and sworn to before me this _____ day of _____, _____

Notary Public

My commission expires on _____

**APPENDIX B
REQUEST FOR PROPOSAL
FOR TOURISM DESTINATION
REPRESENTATION SERVICES IN CHINA**

RFP NO. 2011-012

TIMETABLE

<u>EVENT</u>	<u>DATE</u>
RFP issue date/public announcement	Friday, August 5, 2011
Deadline to submit written questions on the RFP	Friday, August 19, 2011
Deadline to respond to written questions on the RFP.....	Monday, August 22, 2011
Deadline to submit proposals	5 P.M. Friday, September 9, 2011
Opening of Proposals	10 A.M. Monday, September 12, 2011
Evaluation of Proposals	10 A.M. Tuesday, September 13, 2011
Intended Date to Notify Offerors	As Soon as Decision is Made
Intended Date for Contact Award.....	As Quickly as Possible