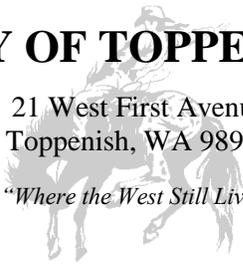


# CITY OF TOPPENISH

21 West First Avenue  
Toppenish, WA 98948

*"Where the West Still Lives"*



## Tourism Development Fund Request for Proposals

### **General:**

The Tourism Fund Advisory Committee (TFAC) was established by the Toppenish City Council in 1991. Per TMC 2.30.160, "It shall be the duty of the committee to study and make recommendations for the use of tourism development funds, for the promotion and development of tourism in the City of Toppenish" (Ord. 2004-4 § 1, 2004). The Lodging Tax Advisory Committee (LTAC) was later established in 2000 in accordance with state law.

### **Purpose:**

The purpose of this Request for Proposals (RFP) by the City is to solicit proposals to promote and enhance tourism in the City of Toppenish during calendar year **2018**.

### **Project Description:**

**Activities and expenditures which will be considered eligible for assistance are only those that are designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of special events and festivals designed to attract tourists.**

The expected outcome of such promotion and enhancement of tourism is to increase economic activity in the City of Toppenish during the year 2018.

Each application is to develop and outline one project, which meets these requirements and provides an economic benefit to the City of Toppenish. The specific amount of the applicant's proposal is open, to be defined by the applicant. As a recommendation, the applicant may wish to define alternate levels of funding, indicating as their first priority the maximum amount desired and, as a second priority, the minimum acceptable amount. Some definition of the differences in the level of services to be provided under the two priorities should be included. The establishment of alternate funding levels will allow some latitude in approving projects reviewed and recommended by LTAC without the necessity of rejecting one or more projects due to a potential lack of funds.

Specific questions are included in the attached response form to assist the applicant in delineating those matters which are of concern to LTAC and TFAC which will be part of the selection criteria.

Each project should be submitted as a separate document, thereby allowing for clear understanding of each project.

**RFP Schedule:**

Following is the RFP schedule (Note: specific dates may be adjusted to meet unexpected circumstances):

RFP package available for pickup	September 5, 2017
Publicize RFP	September 7, 2017 and September 14, 2017
<b>RFP response to be submitted</b>	<b>September 19, 2017 by 5:00 p.m.</b>
	<b>NO EXCEPTIONS</b>
LTAC and TFAC receive proposal presentations and review applications	<b>September 27, 2017</b>
LTAC Recommendation to City Council	October 9, 2017
Council budget hearing	October 23, 2017
Budget approved	November 13, 2017
Award Notices Mailed by	November 27, 2017
Contracts issued (required)	January 2018
Work to be completed by	December 31, 2018

***Funds not expended by December 31, 2018 will be forfeited.***  
**NO EXCEPTIONS**

**Project Management:**

The City Manager’s Office will act as coordinator of the RFP process, responding to applicant questions, and notifying applicants as appropriate. The Finance Office will issue, publicize, and receive the RFP on behalf of the City Manager’s Office. The City Manager’s Office will then issue contracts for approved projects, and monitor contract compliance. All contracts will require the submission of appropriate written reports regarding the use of allocated funds. The Finance Office will pay bills, reimburse expenses, and insure that proper measures are taken to insure compliance with the state auditor’s office.

**Selection Process:**

Each application will be reviewed by LTAC and TFAC based upon several criteria; eligible activities, effectiveness of proposed project in meeting the expected outcomes, need, and funding requirements. Upon completion of LTAC and TFAC's review of the written applications, LTAC and TFAC may request that the applicants make an oral presentation in order to more fully understand the proposed project. LTAC and TFAC members will evaluate the individual proposals. LTAC will make recommendations to the City Council. The recommendations will not be subject to review or challenge by the applicant. The City Council will make final decisions.

**Other Information:**

Contract: The City will utilize its standard contract for City-funded activities.

Payment: Payment will be provided in accordance with the contract.

Equal Opportunity: The City requires each contractor to provide equal opportunities for women and minorities as employees, applicants for employment, and as clients/customers. No unlawful discrimination is allowed.

**Legibility and Additional Materials:** LTAC and TFAC will accept no more than two (2) additional pages of materials in addition to the RFP package. **Any additional materials will be disregarded.** All information provided should be legible and typed in a 10 or 12 point type.

Performance: Future allocations of Tourism Funds to agencies that have received funds previously will be subject to an evaluation of past performance.

**Tax Exempt Status:** Each proposal must include a copy of the Determination Letter from the Internal Revenue Service to confirm the tax exempt status of the organization submitting the proposal.

**Proposal Submittal:**

Please deliver one (1) copy of the completed **PROPOSAL** document and any additional attachments (not to exceed three single pages, including a copy of IRS Tax Status Determination Letter) to:

Debbie Zabell, CMC, Finance Director/City Clerk  
City of Toppenish  
21 West First Avenue  
Toppenish, WA 98948

**NO LATER THAN 5:00 PM, TUESDAY, SEPTEMBER 19, 2017.**

***NOTE: Proposals received after that time, even if mailed earlier, will NOT be accepted.***