

REQUEST FOR PROPOSALS

Visit Morgan Hill Branding and Marketing Strategy

Visit Morgan Hill invites the submittal of proposals for the preparation of a branding and marketing strategy for Visit Morgan Hill to promote overnight tourism to lodging businesses in the City of Morgan Hill.

Proposals are due by [DATE].

If interviews are necessary, they will occur during the week of [DATE].

Proposals can be mailed to **17575 Peak Avenue, Morgan Hill, CA 95037** or emailed to [EMAIL ADDRESS]

You may confirm receipt of your proposal to ensure your documents were received, in advance of the deadline.

Late submittals will not be considered.

Point of Contact:

[NAME]

[PHONE]

[EMAIL]

Visit Morgan Hill (“VMH”) is seeking proposals from qualified firms or individuals to prepare a branding and marketing strategy to provide tourism sales and marketing and sports facility management programs for the specific benefit of assessed lodging businesses in the Morgan Hill Tourism Business Improvement District (“MHTBID”). Firms and individuals with experience in developing organizational branding and marketing strategies are encouraged to apply.

1. Background:

Visit Morgan Hill is a California mutual benefit nonprofit corporation seeking IRS determination as a Section 501(c)(6) tax-exempt organization whose primary function is to administer the MHTBID. The MHTBID was approved by Morgan Hill lodging business owners and the City of Morgan Hill in January 2019, and is currently in the process of beginning development and

implementation of MHTBID programs. VMH operates the MHTBID pursuant to an agreement with the City of Morgan Hill.

The specific benefits programs funded by the MHTBID include:

Sales and Marketing

The sales and marketing program will promote Morgan Hill lodging businesses as tourist, meeting, and event destinations. The sales and marketing program will have a central theme of promoting Morgan Hill as a desirable place for overnight visits. The program will have the goal of increasing overnight visitation and room night sales at Morgan Hill lodging businesses, and may include the following activities:

- Internet marketing efforts to increase awareness and optimize internet presence to drive overnight visitation and room sales to assessed businesses;
- Print ads in magazines and newspapers, television ads, and radio ads targeted at potential visitors to drive overnight visitation and room sales to assessed businesses;
- Regional tourism promotion and marketing to benefit assessed businesses;
- Attendance of trade shows to promote assessed businesses;
- Sales blitzes for assessed businesses;
- Familiarization tours of assessed businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring assessed businesses;
- Owners' Association/Visit Morgan Hill staff attendance of professional industry conferences and affiliation events to promote assessed businesses;
- Lead generation activities designed to attract tourists and group events to assessed businesses;
- Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts for assessed businesses; and
- Development and maintenance of a website designed to promote assessed businesses.

Sports Promotion, Facilities and Management

The sports promotion, facilities and management program shall be utilized for the promotion and improvement of sports facilities, related to the sales and marketing of hotels in the MHTBID to increase the desirability of the City as a place for overnight visits for sports opportunities in Morgan Hill, and may include the following activities:

- Sports marketing and promotion designed to increase overnight visitation and room night sales at assessed businesses;
- Financial incentives to maintain, and attract new sporting events that have a significant impact on lodging business room night generation;

- Improvements to existing sports facilities utilized by overnight visitors designed to create a visitor experience that will bring repeat visits to assessed businesses.

Sports promotion, facilities and management funds shall not be used for ongoing maintenance and operations costs of existing and new sports facilities.

The expectations for proposals are as follows:

2. Experience Required:

Respondents must have a substantial experience in developing destination branding and marketing strategies, including:

- Developing, implementing, and coordinating marketing campaigns and destination branding efforts;
- Providing professional, effective communication services;
- Producing quality graphic design and copywriting;
- Developing creative and successful destination branding materials to promote overnight visitation to Morgan Hill lodging businesses;
- Working collaboratively with the VMH Board of Directors and Executive Director;
- Conducting/presenting at stakeholder meetings.

3. Scope of Services:

Respondents are encouraged to submit a proposal that addresses the following scope of work:

- Develop a destination branding and marketing strategy that promotes Morgan Hill lodging businesses to overnight visitors.
- Graphic design and production of advertising and communication materials, including:
 - Graphic design of logo options with or without a tagline;
 - Selection of typeface and color palette;
 - Development recommendations for deploying the brand and marketing strategy;
 - Identify points seen a crucial to the delivery of the brand and marketing strategy and necessary enhancements;
 - Develop guideline for use and management of the brand;
 - Conduct presentation to stakeholders on the branding and marketing strategy;
 - Provide all data, analysis, multi-media materials, master copies (hard and digital) of final products and all other relevant documentation to VMH.
- Respondents may propose additional alternatives to the scope of work they believe will significantly improve the project's outcomes. In addition, VMH is looking for cost saving measures throughout the process. Respondents are encouraged to submit suggestions for cost savings and other ways of promoting

efficiencies, and to highlight any tradeoffs inherent in the suggested alternatives. The proposal should include a clear description of the work, reasoning for consideration of alternatives, and a fee proposal.

4. Due Date:

VMH reserves the right to accept, negotiate, reject, or propose amendment to any and all proposals submitted. The selection process will be determined based upon prior experience working with destination marketing and branding strategy development, experience in working with non-profit corporations, and knowledge of the City of Morgan Hill. VMH reserves the right to reject any and all applicants as well as to determine that a contract will not be awarded based on the proposals received.

The due date for receipt of all proposals is [DATE] at [TIME].

Proposals may be mailed to **17575 Peak Avenue, Morgan Hill, CA 95037** or emailed to [EMAIL ADDRESS].

5. Evaluation Criteria:

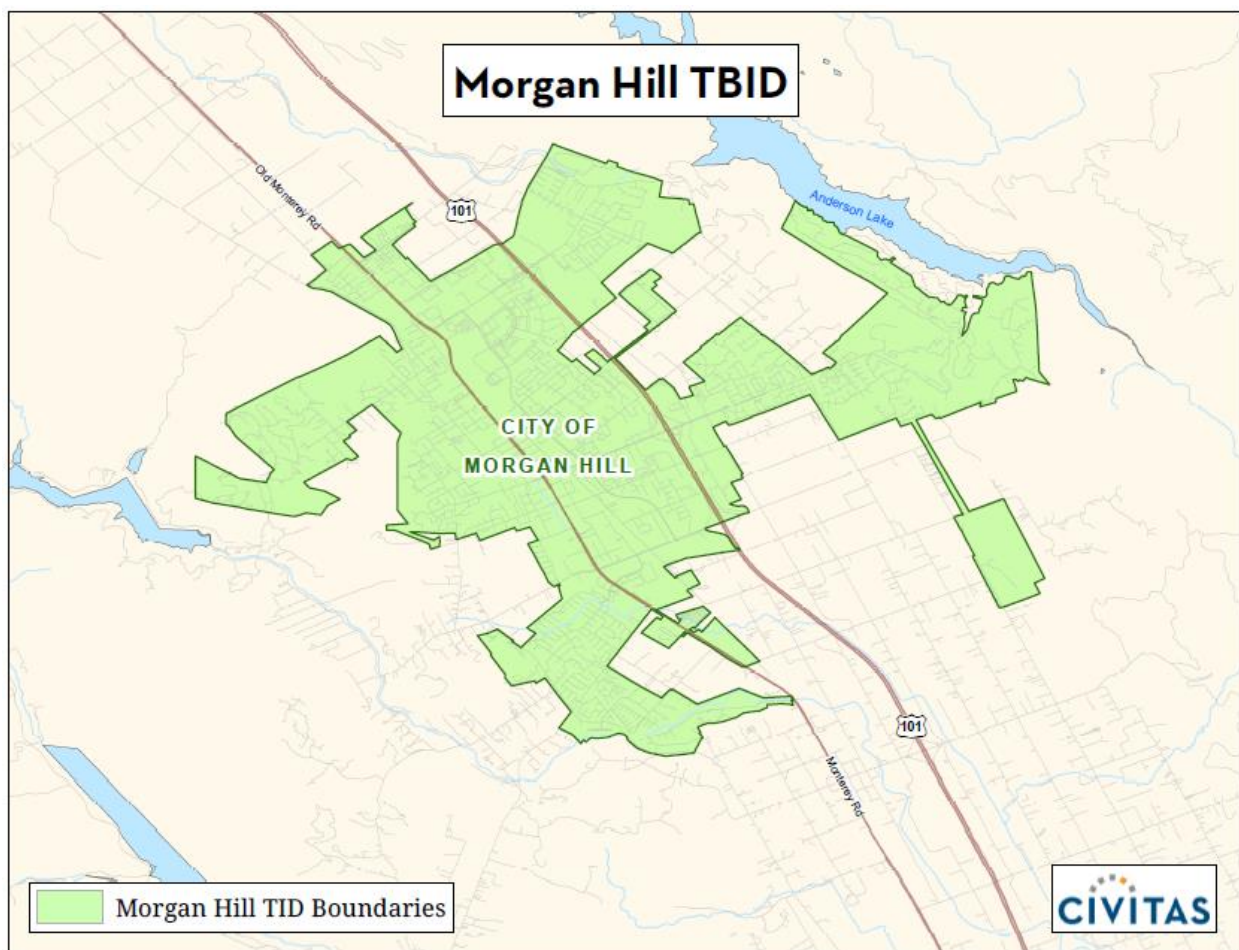
VMH will conduct a comprehensive, fair, and impartial evaluation of all proposals received in response to this RFP. Each proposal will be analyzed to determine overall responsiveness and qualifications under the RFP. The VMH Board of Directors may select all, some, or none of the respondents for interviews and/or a site visit. The VMH Board of Directors may also request additional information from respondents at any time prior to final approval of a selected respondent.

6. Award of Employment Contract and Reservation of Rights:

VMH reserves the right to award one, more than one, or no contract in response to this RFP. The contract, if awarded, will be awarded to the respondent(s) whose submittal(s) is deemed most advantageous to VMH, as determined by the VMH Board of Directors. VMH reserves the right to accept one or more proposals or reject any or all proposals received in response to this RFP. VMH also reserves the right to terminate this RFP, and reissue a subsequent solicitation, and/or remedy technical errors in the RFP process. VMH will require the selected respondent(s) to execute a contract with VMH. No work shall commence until VMH signs the contract document(s). In the event the parties cannot negotiate and execute a contract within the time specified, VMH reserves the right to terminate negotiations with the selected respondent and commence negotiations with another respondent. This RFP does not commit VMH to enter into a contract, award any services related to this RFP, nor does it obligate VMH to pay any costs incurred in preparation or submission of a proposal or in anticipation of a contract. If selected, respondent will be required to comply with insurance and indemnification requirements prior to the execution of a contract. Respondent agrees and understands that, if selected,

respondent and all persons designated by respondent to provide services in connection with a contract, is (are) and shall be deemed to be an independent contractor, responsible for respondent's acts or omissions, and that VMH shall in no way be responsible for respondent's actions, and that none of the parties hereto will have authority to bind the others or to hold out to third parties, that they have such authority.

Exhibit "A"
MHTBID Boundary Map



MHTBID Assessed Lodging Businesses:

- Budget Inn
- Comfort Inn
- Courtyard
- Economy Inn
- Executive Inn
- Extended Stay America
- Hampton Inn Morgan Hill
- Holiday Inn Express
- Holiday Motel
- Granada Hotel
- La Quinta
- Maple Leaf RV Park
- Microtel Inn and Suites
- Morgan Hill inn
- Paradise Motel
- California Inn
- Rancho Motel
- Residence Inn