



C o u n t y o f S a n L u i s O b i s p o

GENERAL SERVICES AGENCY

Janette D. Pell, Director

Helen McCann, Department Administrator

REQUEST FOR PROPOSAL PS-#1156

SAN LUIS OBISPO COUNTY BUSINESS IMPROVEMENT DISTRICT (SLO CBID) 27 MONTH MARKETING PARTNERSHIP

December 2, 2011

The San Luis Obispo County Business Improvement District (SLO CBID) is currently soliciting proposals for professional marketing services for a 27-month period.

The RFP process will happen in 2 steps. The initial step will be completed by all of those who choose to submit the RFP, and will focus on your strategic approach from a big picture viewpoint. The second step will be completed by those who are selected as finalists, and will focus on specific tactical ideas that your firm recommends to meet the stated objectives. Information on this 2-step approach can be found on pages 12 and 13.

Each proposal shall specify each and every item as set forth in the attached specifications. Any and all exceptions must be clearly stated in the proposal. Failure to set forth any item in the specifications without taking exception may be grounds for rejection. The SLO CBID and the County reserves the right to reject any and all proposals and to waive any irregularity or informality in any proposal or in the Request for Proposal process, as long as, in the judgment of the SLO CBID and the County, such action will not negate fair competition and will permit proper comparative evaluation of the proposals submitted.

This Request for Proposal is posted on the County's Purchasing website at [http://www.slocounty.ca.gov/GSA/Purchasing/Current Formal Bids and Proposals.htm](http://www.slocounty.ca.gov/GSA/Purchasing/Current%20Formal%20Bids%20and%20Proposals.htm). Any changes, additions, or deletions to this Request for Proposal will be in the form of written addenda issued by the County. Any addenda will be posted on the website. Prospective proposers must check the website for addenda or other relevant new information during the response period. The County is not responsible for the failure of any prospective proposer to receive such addenda. All addenda so issued shall become a part of this Request for Proposal.

If your firm is interested and qualified, please submit nine (9) copies and one (1) electronic copy in Microsoft Word and Adobe RFP formats on CD of your proposal by 3:00 p.m. on Thursday, January 12, 2012 to:

County of San Luis Obispo
Phill Haley, GSA - Purchasing
1087 Santa Rosa Street
San Luis Obispo, CA 93408

If you have any questions about the proposal process, please contact me. For technical questions and information contact Nikki J. Schmidt, County Administrative Office, at (805) 781-5496.

All questions pertaining to the content of this Request for Proposal must be made in writing via e-mail to Nikki Schmidt: nschmidt@co.slo.ca.us. All questions will receive a response within three (3) business days. The question and its response will be posted (anonymously) on the site: http://www.slocounty.ca.gov/GSA/Purchasing/Current_Formal_Bids_and_Proposals.htm. The County reserves the right to determine the appropriateness of comments / questions that will be posted on the website.

A handwritten signature in blue ink, appearing to read "Phill Haley", with a stylized flourish at the end.

PHILL HALEY
Buyer – GSA - Purchasing
phaley@co.slo.ca.us

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PROPOSAL SUBMITTAL AND SELECTION

1. All proposals, consisting of 9 (nine) copies, and 1 (one) electronic version in both Microsoft Word and Adobe PDF formats on CD must be received by mail, recognized carrier, or hand delivered no later than 3:00 p.m. on Thursday, January 12, 2012. Late proposals will not be considered.
2. All correspondence should be directed to:

San Luis Obispo County
General Services Agency
1087 Santa Rosa Street
San Luis Obispo, CA 93408
ATTENTION: Phill Haley
Telephone: 805-781-5904
3. All costs incurred in the preparation and submission of proposals and related documentation will be borne by the proposer.
4. It is preferred that all proposals be submitted on recycled paper, printed on two sides. Proposals should be stapled only without binding, binders, or folders. No props or display items should accompany proposals. Proposals shall not be more than 10 (ten) double sided pages.
5. Selection of qualified proposers will be by the SLO CBID Advisory Board using an approved County procedure for awarding professional contracts. Selection will be made on the basis of the proposals as submitted, although the County reserves the right to interview applicants as part of the selection process. The proceedings of the Selection Committee are confidential, and members of the Selection Committee are not to be contacted by the proposers.
6. This request does not constitute an offer of employment or to contract for services.
7. County and SLO CBID reserves the option to accept or reject any or all proposals, wholly or in part, received by reason of this request, and makes more than one award, or no award, as the best interests of the County may appear.
8. All documents submitted to the County in response to this Request for Proposal will become the exclusive property of the County and may be returned to the proposer or kept by the County, in the County's sole discretion.
9. All proposals shall remain firm for 90 days following closing date for receipt of proposals.
10. The County reserves the right to award the contract to the firm who presents the proposal which in the judgment of the County, best accomplishes the desired results, and shall include, but not be limited to, a consideration of the professional service fee.
11. Any contract awarded pursuant to this Request for Proposal will incorporate the requirements and specifications contained in this Request for Proposal. All information

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presented in a proposer's proposal will be considered binding upon selection of the successful proposer, unless otherwise modified and agreed to by the County during subsequent negotiations.

12. Under the provisions of the California Public Records Act (the "Act"), Government Code section 6252 et seq., all "public records" (as defined in the Act) of a local agency, such as the County, must be available for inspection and copying upon the request of any person. Under the Act, the County may be obligated to provide a copy of any and all responses to this Request for Proposal, if such requests are made after the contract is awarded. One exception to this required disclosure is information which fits within the definition of a confidential trade secret [Government Code section 6254(k)] or contains other technical, financial or other data whose public disclosure could cause injury to the proposer's competitive position. If any proposer believes that information contained in its response to this Request for Proposal should be protected from disclosure, the proposer MUST specifically identify the pages of the response that contains the information by properly marking the applicable pages and inserting the following notice in the front of its response:

NOTICE: The data on pages _ of this response identified by an asterisk (*) contain technical or financial information, which are trade secrets, or information for which disclosure would result in substantial injury to the proposer's competitive position. Proposer requests that such data be used only for the evaluation of the response, but understands that the disclosure will be limited to the extent the County considers proper under the law. If an agreement is entered into with the proposer, the County shall have the right to use or disclose the data as provided in the agreement, unless otherwise obligated by law.

The County will not honor any attempt by proposer to designate its entire proposal as proprietary. If there is any dispute, lawsuit, claim or demand as to whether information within the response to the Request for Proposal is protected from disclosure under the Act, proposer shall indemnify, defend, and hold harmless, the County arising out of such dispute, lawsuit, claim or demand.

13. An electronic copy of your proposal must be included. This electronic copy should include all documents being submitted combined into one Adobe Acrobat (pdf) file on a CD, using this convention for the file name: FIRM NAME + RFP NUMBER (e.g., if your firm is Acme Inc. and you are responding to RFP #1101, your Acrobat (pdf) file would be named: ACME 101.pdf)

Additionally, if you deem any part of your proposal as proprietary and not to be disclosed under the California Public Records Act as explained in item 12 above, please mark the CD with the phrase "Proprietary Information Included". This can be hand written or printed on the CD label.

PROPOSAL FORMAT

A qualifying proposal must address all of the following points:

1. Project Title

2. Applicant or Firm Name

3. Firm Qualifications
 - a. Limit to 1-page and provide 2 past projects with specific measureable results based on engagement (Unique Visitors, Page Views or Likes) and/or economic impact achieved (TOT, room nights, membership).

 - b. Please provide 5 professional references, 3 of which are current clients. Include the name, company, title, phone number and email address.

4. Project Scope
 - a. Address all required items as contained in Project Scope.

 - b. Description of the organization and staffing to be used for the project.

 - c. Timeline - Indication of time frame necessary to complete the project once a Notice to Proceed is issued.

5. Fees and Insurance
 - a. Utilizing the format provided to outline total fixed fees to complete project as described under Project Scope.

 - b. Insurance:

Consultant, at its sole cost and expense, shall purchase and maintain the insurance policies set forth below on all of its operations under this Agreement. Such policies shall be maintained for the full term of this Agreement and the related warranty period (if applicable) and shall provide products/completed operations coverage for four (4) years following completion of Consultant's work under this Agreement and acceptance by SLO CBID. Any failure to comply with reporting provisions(s) of the policies referred to above shall not affect coverage provided to SLO CBID, its officers, employees, volunteers and agents. For purposes of the insurance policies required hereunder, the term "SLO CBID"

shall include officers, employees, volunteers and agents of the SLO CBID, California, individually or collectively.

1. **MINIMUM SCOPE AND LIMITS OF REQUIRED INSURANCE POLICIES**

(Contact Risk Management for variation of insurance requirements for large or small contracts that may not fit the standard insurance requirements).

The following policies shall be maintained with insurers authorized to do business in the State of California and shall be issued under forms of policies satisfactory to SLO CBID:

a. **COMMERCIAL GENERAL LIABILITY INSURANCE POLICY (“CGL”)**

Policy shall include coverage at least as broad as set forth in Insurance Services Office (herein “ISO”) Commercial General Liability coverage. (Occurrence Form CG 0001) with policy limits not less than the following:

- \$1,000,000 each occurrence (combined single limit);
- \$1,000,000 for personal injury liability;
- \$1,000,000 aggregate for products-completed operations; and
- \$1,000,000 general aggregate.

The general aggregate limits shall apply separately to Consultant’s work under this Agreement.

b. **BUSINESS AUTOMOBILE LIABILITY POLICY (“BAL”)**

Policy shall include coverage at least as broad as set forth in Insurance Services Office Business Automobile Liability Coverage, Code 1 “Any Auto” (Form CA 0001). This policy shall include a minimum combined single limit of not less than One-million (\$1,000,000) dollars for each accident, for bodily injury and/or property damage. Such policy shall be applicable to vehicles used in pursuit of any of the activities associated with this Agreement. Consultant shall not provide a Comprehensive Automobile Liability policy which specifically lists scheduled vehicles without the express written consent of SLO CBID.

c. **WORKERS’ COMPENSATION AND EMPLOYERS’ LIABILITY INSURANCE POLICY (“WC / EL”)**

This policy shall include at least the following coverages and policy limits:

1. Workers’ Compensation insurance as required by the laws of the laws of the State of California; and

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2. Employer's Liability Insurance Coverage B with coverage amount not less than one-million (\$1,000,000) dollars each accident / Bodily Injury (herein "BI"); one-million (\$1,000,000) dollars policy limit BI by disease; and, one-million (\$1,000,000) dollars each employee BI disease.

d. **PROFESSIONAL LIABILITY INSURANCE POLICY ("PL")**

This policy shall cover damages, liabilities, and costs incurred as a result of Consultant's professional errors and omissions or malpractice. This policy shall include a coverage limit of at least One-Million Dollars (\$1,000,000) per claim, including the annual aggregate for all claims (such coverage shall apply during the performance of the services under this Agreement and for two (2) years thereafter with respect to incidents which occur during the performance of this Agreement). Consultant shall notify SLO CBID if any annual aggregate is eroded by more than seventy-five percent (75%) in any given year.

2. **DEDUCTIBLES AND SELF-INSURANCE RETENTIONS**

Any deductibles and/or self-insured retentions which apply to any of the insurance policies referred to above shall be declared in writing by Consultant and approved by SLO CBID before work is begun pursuant to this Agreement. At the option of SLO CBID, Consultant shall either reduce or eliminate such deductibles or self-insured retentions as respect SLO CBID, its officers, employees, volunteers and agents, or shall provide a financial guarantee satisfactory to SLO CBID guaranteeing payment of losses and related investigations, claim administration, and/or defense expenses.

3. **ENDORSEMENTS**

All of the following clauses and endorsements, or similar provisions, are required to be made a part of insurance policies indicated in parentheses below:

- a. A "Cross Liability", "Severability of Interest" or "Separation of Insureds" clause (CGL & BAL);
- b. The San Luis Obispo County Business Improvement District, its officers, employees, volunteers and agents are hereby added as additional insureds with respect to all liabilities arising out of Consultant's performance of work under this Agreement (CGL & BAL);
- c. If the insurance policy covers an "accident" basis, it must be changed to "occurrence" (CGL & BAL)

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d. This policy shall be considered primary insurance with respect to any other valid and collectible insurance the SLO CBID may possess, including any self-insured retention SLO CBID may have, and any other insurance SLO CBID does possess shall be considered excess insurance only and shall not be called upon to contribute to this insurance (CGL, BAL, & PL);

e. No cancellation or non-renewal of this policy, or reduction of coverage afforded under the policy, shall be effective until written notice has been given at least thirty (30) days prior to the effective date of such reduction or cancellation to SLO CBID at the address set forth below (CGL, BAL, WC /EL & PL);

f. Consultant and its insurers shall agree to waive all rights of subrogation against SLO CBID, its officers, employees, volunteers and agents for any loss arising under this Agreement (CGL); and

g. Deductibles and self-insured retentions must be declared (All Policies).

4. **ABSENCE OF INSURANCE COVERAGE**

SLO CBID may direct Consultant to immediately cease all activities with respect to this Agreement if it determines that Consultant fails to carry, in full force and effect, all insurance policies with coverage's at or above the limits specified in this Agreement. Any delays or expense caused due to stopping of work and change of insurance shall be considered Consultant's delay and expense. At SLO CBID's discretion, under conditions of lapse, SLO CBID may purchase appropriate insurance and charge all costs related to such policy to Consultant.

5. **PROOF OF INSURANCE COVERAGE AND COVERAGE VERIFICATION**

Prior to commencement of work under this Agreement, and annually thereafter for the term of this Agreement, Consultant, or each of Consultant's insurance brokers or companies, shall provide SLO CBID a current copy of a Certificate of Insurance, on an Accord or similar form, which includes complete policy coverage verification, as evidence of the stipulated coverage's. All of the insurance companies providing insurance for Consultant shall have, and provide evidence of, a Best Rating Service rate of A VI or above. The Certificate of Insurance and coverage verification and all other notices related to cancellation or non-renewal shall be mailed to:

San Luis Obispo County Business Improvement District
Nikki Schmidt, Administrative Office
County of San Luis Obispo

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1055 Monterey St. D430
San Luis Obispo, CA 93408

c. The Consultant shall provide within five (5) days after the Notice of Award is issued a certificate of liability insurance naming the SLO CBID and its employees and officers as additionally named insured. This shall be maintained in full force and effect for the duration of the contract and must be in an amount and format satisfactory to SLO CBID.

d. **Indemnification:**

Consultant shall defend, indemnify and hold harmless the SLO CBID, its officers and employees from all claims, demands, damages, costs, expenses, judgments, attorney fees, liabilities or other losses that may be asserted by any person or entity, and that arise out of or are made in connection with the acts or omissions relating to the performance of any duty, obligation, or work hereunder. The obligation to indemnify shall be effective and shall extend to all such claims and losses, in their entirety, even when such claims or losses arise from the comparative negligence of SLO CBID, its officers and employees. However, this indemnity will not extend to any claims or losses arising out of the sole negligence or willful misconduct of the SLO CBID, its officers and employees.

The preceding paragraph applies to any theory of recovery relating to said act or omission, by the Consultant, or its agents, employees, or other independent contractors directly responsible to Consultant including, but not limited to the following:

1. Violation of statute, ordinance, or regulation.
2. Professional malpractice.
3. Willful, intentional or other wrongful acts or failures to act.
4. Negligence or recklessness.
5. Furnishing of defective or dangerous products.
6. Premises liability.
7. Strict Liability.
8. Violation of civil rights.
9. Violation of any federal or state statute, regulation, or ruling resulting in a determination by the Internal Revenue Service, California Franchise Tax Board or any other California public entity responsible for collecting payroll taxes, when the Consultant is not an independent contractor.

It is the intent of the parties to provide SLO CBID the fullest indemnification, defense, and “hold harmless” rights allowed under the law. If any word(s) contained herein are deemed by a court to be in contravention of applicable law, said word(s) shall be severed from this contract and the remaining language shall be given full force and effect.

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Synopsis

Summary

The San Luis Obispo County Business Improvement District (SLO CBID) is currently soliciting proposals for marketing and promotional professional services. The expected duration of this project is approximately 24 months from July 01, 2012 thru June 31, 2014.

Background

In the spring of 2009, the Board of Supervisors, upon the recommendation of the lodging businesses in the unincorporated areas of San Luis Obispo County, approved the formation of a business improvement district (BID) for specific portions of unincorporated areas of the County (map attached). As a result, beginning July 1, 2009, all lodging businesses (defined as hotels, motels, bed and breakfasts, and vacation rentals), within the designated area, were assessed 2% of the paid rent charged per occupied room night. This 2% is being collected by the San Luis Obispo County Tax Collector and held in a fund designated exclusively for the promotion of tourism within the boundaries of the SLO CBID.

The BID ordinance included the creation of a seven (7) person Advisory Board from lodging owners, and/or their designees, from within the boundaries of the SLO CBID. The SLO CBID Advisory Board was appointed by the Board of Supervisors on June 9, 2009. The ordinance requires that half of the funding be directed at programs that will benefit the SLO CBID region as a whole and the remaining half of the funds be divided, proportionately, among the local areas that comprise the SLO CBID region. These funds must, by law, be used to promote tourism to the benefit of those local areas exclusively. Any and all SLO CBID programs must be approved by the Advisory Board before they can begin.

The Advisory Board of the SLO CBID is currently seeking a professional agency or agencies to help them promote the mission of the SLO CBID by executing marketing and promotional programs approved by the board.

Mission of the SLO CBID

The primary mission of the SLO CBID is to promote the economic well being of its constituents (as defined above) by driving a positive increase in occupancy rates across all lodging types (as defined above) that pay transient occupancy tax (TOT) within the SLO CBID region, while placing particular emphasis on programs that positively impact the slower lodging periods and/or expand the impact of the higher occupancy times.

Current Goals and Objectives

The strategic goals are based on the interconnection of the economy, the environment and consumers. The achievement of each of these goals will create a balanced and sustainable approach for tourism promotion.

Economic

Effectively promote tourism in a way that optimizes recreation, agriculture and history; and

contributes to increased occupancy, overall economic prosperity, and increased employment for the unincorporated area of the county while working to support the rural small town attributes.

Consumer

To attract visitors through the development of an unincorporated area of San Luis Obispo County brand and education by specifically developing an appreciation of the scenic qualities, geography, history, recreation, attractions and ambiance, i.e., the key benefits and attributes the unincorporated areas of the county and region offers.

Environment and Natural Resources

To protect and preserve the aesthetic, historical, agricultural and cultural foundations of San Luis Obispo County.

The objectives support the ability to position the SLO CBID as a key contributor to increasing the number of visitors inquiring about overnight stays in the SLO CBID region:

1. Become a primary component to driving increased TOT, which in turn increases overall occupancy for SLO CBID constituents.
2. Build and strengthen the SLO CBID brand by positioning the destination as truly unique and different from its competitive set.
3. Target improved occupancy by increasing new visitor and repeat visitors and length of stay from target market/segments utilizing a mix of elements including special events, advertising and promotions with an emphasis on the shoulder season.
4. To develop and implement countywide partnerships with the SLO CBID being a catalyst so that all area stakeholders see their competition as those outside San Luis Obispo County.

The SLO CBID Advisory Board recently approved two projects which will be developed over the next several months. These projects include a Stewardship Workshop, which will develop the framework for a Stewardship plan, and a Highway 1 Loop, which will create additional tourism infrastructure and create a point of difference for SLO County.

Stats Overview

www.WineCoastCountry.com launched in September 2010, and is currently the primary marketing tool for the SLO CBID. The SLO CBID has completed a 2010|2011 Shoulder Season campaign, and most recently concluded a Summer|Savor promotion through September 2011. Summarized below are the stats from November 2010 – October 2011:

Total visits:	142,280
Average visits/day:	390 (rose to 593 during campaign period)
Absolute Uniques:	120,590
Monthly Average UV:	10,049

Page views:	532,618
Average PV:	3.74 pages per visit
Average Time on Site:	2:13
Bounce Rate:	57.81%
New vs. Returning:	84.72% vs. 15.28%
Traffic Sources:	44.24% referring; 42.50% search; 10% direct

TOT is also tracked as a barometer, understanding that the SLO CBID efforts do not solely impact TOT results. The SLO CBID region TOT saw a 9.7% increase from January 2012 – June 2012, compared to the CA state average at 11.4%.

Current Assets

The SLO CBID has developed several assets as of October 2011, which is summarized below:

Website	see stats above
Website Profiles	STAY: 437 PLAY: 416 EAT: 207 EVENTS: 140
e-Newsletter	12,252 subscribers
Face Book	6,617 likes
Blog	launch November 2011
Videos	1 SLO CBID region and 10 local shorts (24 hours of available footage)
Virtual Tours	25

The website tools include an itinerary builder, event calendar, regional map, fully integrated CMS including .com/add profile capabilities, members' site (.com/members), media portal (.com/media) and photo gallery.

Project Scope

Overall Program Guidelines

The SLO CBID Advisory Board is seeking an agency or agencies that will propose and implement results oriented, measurable marketing plan and subsequent programs that yield a contribution towards the stated objectives. The services anticipated throughout this 27-month relationship include:

- Brand Evolution
- Research
- Marketing Plan Development
- Strategy Implementation
- Advertising Plan Research, Planning and Implementation
- Public Relations Plan Research, Planning and Implementation
- Promotional & Events Strategies
- Constituent (internal) communication
- Stakeholder strategy, communications and implementation
- Web Enhancements
- Website Hosting and Maintenance

The SLO CBID developed a 5-year plan, approved in 2009, which can be found on www.WineCoastCountry.com/members.

Selection Process

The intent of breaking the selection of the marketing partner into a 2 step process is to provide the CBID Advisory Board with your firm's ability to deliver a big picture, strategic perspective and your ability to provide the tactical detail needed to meet the stated strategies and objectives.

Step I – Strategy and Approach

All firms replying to this RFP are required to complete Phase I.

The CBID Advisory Board wants to clearly understand your perspective on how your firm would promote our region. This step will focus on strategy and approach – your “10,000 foot view” of our business. Based on the CBID mission, to improve the economic well being of our constituents - your presentation should thoroughly outline your firm's proposed:

- Strategy(ies)
- Goal(s)
- Objective(s)

The cornerstone of this marketing partnership will be the development of a 24-month marketing plan. Step I should be approached as the outline of this plan. Our goal is that your firm provides the CBID Advisory Board with an overall understanding of your strategic depth.

Step I should include a general timeline, and a general budget utilizing the Budget template provided.* (please refer to Tab 1 on the budget worksheet)

Step I should also include an example of 1 (one) idea/tactic that you would implement based on your strategic direction.

Once the CBID Advisory Board has reviewed all submissions, you may be asked to present your proposal to the Board. If your submission is selected you will be notified by February 6, and asked to present at the CBID Advisory Board meeting on February 22, 2012.

Step II – Specific Tactical Plan

Your firm will be notified after the February 22, 2012 presentation to confirm if your firm has been selected to move on to Step II.

Firms will be asked to expand upon their Step I efforts and provide greater detail to further define the proposed strategies, goals and objectives.

In Step II your firm will be asked to present and share your recommendations regarding:

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Tactics
Success measurements
Plan implementation details

Presentations should include examples of several ideas/tactics that would be implemented throughout the partnership, and should also include a specific timeline, and a detailed budget utilizing the Budget template provided.* (Please refer to Tab 1 on the budget worksheet)

*The RFP Budget Templates has 2 tabs. Please do not change the worksheet provided - utilize the categories as provided. An electronic version of the budget templates can be found at:

[http://www.slocounty.ca.gov/GSA/Purchasing/Current Formal Bids and Proposals.htm](http://www.slocounty.ca.gov/GSA/Purchasing/Current%20Formal%20Bids%20and%20Proposals.htm)

SLO CBID Program Administration

The SLO CBID Advisory Board contracts with an Administrator, and understands that additional administrative costs will be incurred by the agency or agencies in order to properly manage all aspects of the marketing partnership, which include:

- Attendance at all monthly CBID Marketing Committee meetings
- Attendance to select CBID Advisory board meetings
- Ensuring good communication flow with both the Administrator and the SLO CBID Advisory board
- The SLO CBID Advisory Board is required by law to compile and submit an annual report on its activities, results and accomplishments for the prior fiscal year. The agency will be required to work directly with the Administrator to provide the needed details in order to submit the report before the June 30, 2013 deadline
- Monthly invoicing and tracking of all marketing partnership activities to the SLO CBID Advisory Board, utilizing the defined financial category coding system currently in place. It should be noted that the County Tax Collector will provide financial reports relating to the amount of money collected within the SLO CBID region (as a whole and by local area). The County Auditor-Controller will be responsible for generating warrants upon receipt of approved invoices

SLO CBID Program Estimated Budget

The estimated overall budget for the marketing programs is up to \$800,000 (eight hundred thousand dollars).

The attached budget template must be completed accurately and completely with all agency fees, expenses and commissions/mark ups related to implementing your suggested programs and administrative support activities estimated within the above stated budget.

Proposal Evaluation Criteria

1. Understanding of the nature of services desired by SLO CBID

2. Strategic depth and overall creativity
3. Experience and results in performing the services desired by SLO CBID
4. Responsiveness to the RFP and completeness of the proposal
5. Ability to fully outline the proposed fee for service within the stated budget

The Selection Committee, in its sole discretion, may assign rating weights to the above criteria. The Committee may also consider any other factors that it considers relevant to making its recommendations.

Proposed RFP and Project Schedule

The SLO CBID Advisory Board estimates the initial project schedule to be:

Release RFP	December 1, 2011
RFP proposal deadline	January 12, 2012 by 3 pm
Notify firms	February 06
Step I presentations	February 22
Notify firms	by February 29
Step II presentations	week of March 12
Board to approve final firm selection	March 28
Campaign effective date	July 1, 2012

This schedule is tentative and may be changed at any time at the County's discretion without notice.