



**LAGRANGE**  
GEORGIA

**CITY OF LAGRANGE, GEORGIA**

**GENERAL CONDITIONS**

**AND**

**SPECIFICATIONS**

**FOR**

**REQUEST FOR PROPOSAL (RFP) FOR A DESTINATION MARKETING  
ORGANIZATION (DMO) TO EXPEND HOTEL/MOTEL EXCISE TAX  
PROCEEDS**

**CLOSING DATE:**

**May 31, 2019  
5:00 pm**

## **Purpose of Procurement**

The City of LaGrange, Georgia pursuant to O.C.G.A. 48-13-51 seeks proposals from a Destination Marketing Organization (DMO) for the promotion of tourism, conventions, and trade shows for the City of LaGrange. Specifically, the City seeks to designate a DMO to expend funding 43.75% of its hotel/motel tax as outlined by O.C.G.A. 48-13-51.

## **Goals and Objectives**

The Direct Marketing Organization shall:

- ❖ Serve as a conduit to hire a professional marketing firm or firms to promote and advertise the City of LaGrange as a visitor destination (Hybrid models will be considered). The marketing firm hired shall:
  - Work to enhance economic development opportunities that exist for the City regionally, nationally, and globally through the tourism and visitor industry
  - Aggressively market and promote tourism opportunities in LaGrange
  - Engage and Represent various businesses within the community, including hotel, restaurants, museums, and other visitor points of interest and destinations
  - Develop branding and marketing materials
  - Develop a comprehensive social media website and promotional material
  - Provide for Search Engine Optimization of the website
  - Prepare Digital Ads and Search Engine Marketing
- ❖ Abide by all spending restrictions, rules, and regulations outlined in the Hotel Motel Tax Authorization, O.C.G.A. 48-13-51.
- ❖ Provide for full financial reporting and disclosure as outlined in O.C.G.A. 48-13-51.
- ❖ Provide for an annual audit.
- ❖ Provide for annual report outlining the progress and significant achievements of the DMO in promoting tourism for the City of LaGrange.

## **Required RFP Response Content**

1. All Qualified RFP responders shall specifically address methods and means for achieving and accomplishing the various provisions of the goals and objectives outlined above.
2. Introductory cover letter outlining the history and experience of the proposed organization.
3. Description of your proposed project approach, specifically addressing the process by which the experienced marketing firm would be selected.
4. Proposed budget that supports recommended activities related to 3 above.
5. Banking and Financial references.

## **City of LaGrange Relationship to DMO**

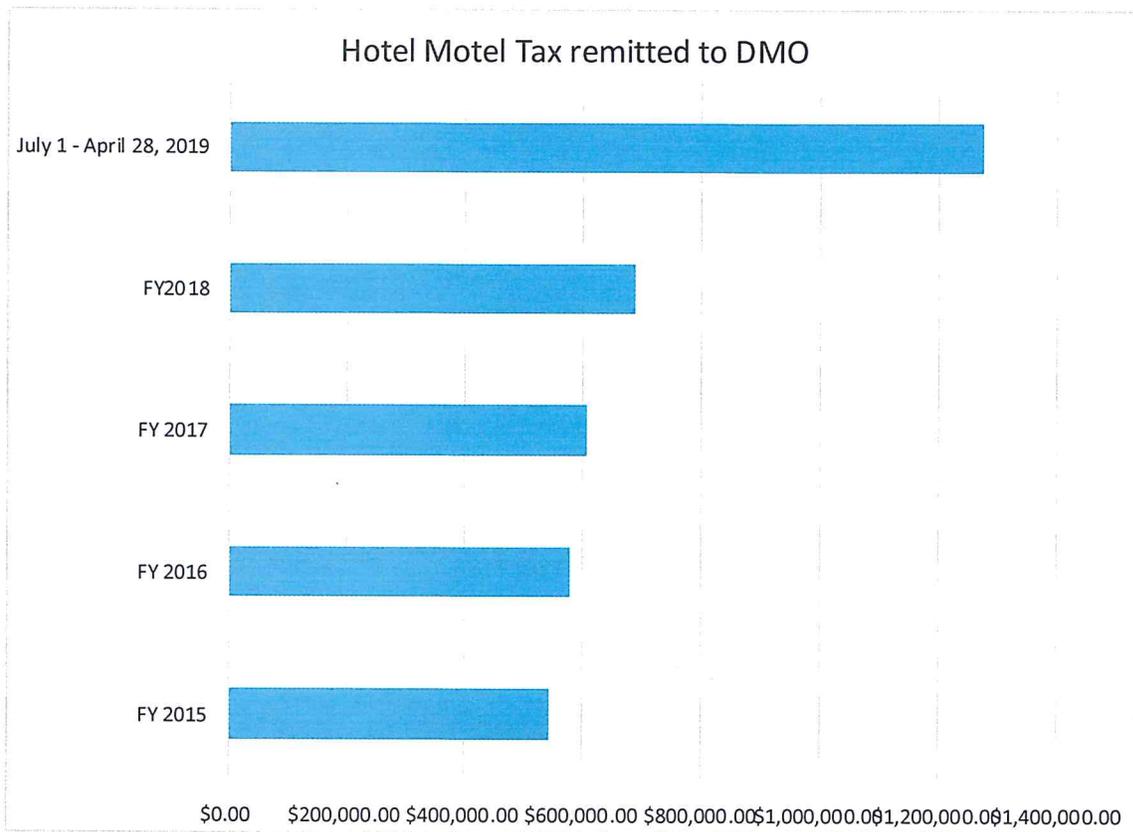
- ❖ The Contract to be awarded to the successful DMO proposer will be from and with the City of LaGrange.
- ❖ Reporting requirements include, but are not limited to
  - Quarterly performance reports

- Annual performance reports
- Annual independent audit

The successful proposer will obtain liability insurance certificate equal to \$1 million or more designating the City of LaGrange as an additional insured.

**Five Year Financial History of Hotel/Motel Revenues**

The City of LaGrange currently has 15 hotels with over 1,300 rooms. With the addition of Great Wolf Lodge and two additional hotels, a tremendous growth in revenue is shown in fiscal year 2019. A portion of the Great Wolf Lodge return (31.25%) is remitted under contract by the DMO to Great Wolf Lodge on a quarterly basis for marketing the resort.



**Proposed Term of Agreement**

The proposed term of agreement for the successful organization awarded this RFP is for a one (1) year period beginning July 1, 2019 and ending June 30, 2020. Thereafter, the contract shall be automatically renewed for subsequent one (1) year terms, each corresponding with the next succeeding fiscal year of the City, upon mutual agreement of both parties. City shall have the right to terminate the agreement, with or without cause, upon sixty (60) days' written notice.

## **Award Process**

The City Manager will evaluate proposals in terms of responsiveness, general approach to the achieving goals and objectives and best fit. After review, the City Manager will make a formal recommendation to the Mayor and Council.

### **RFP Award Process Rules**

All proposers responding to this RFP shall submit 1 (one) unbound original. Proposers will have the option of adding an electronic PDF document on a flash drive. This flash drive is encouraged, but not required. The RFP must be submitted to the City Manager's office no later than the close of business on Friday, **May 31, 2019**.

Attention: City Manager's Office  
City of LaGrange  
200 Ridley Avenue  
LaGrange, GA 30240

Packages should be clearly marked on the outermost envelope "City of LaGrange DMO RFP".

Any RFP received after stated closing time will be returned unopened. If RFP is sent by mail to the City Manager, the proposer shall be responsible for actual delivery of the bid to the City Manager before advertised date of RFP. If mail is delayed by the postal service or courier service beyond the date set, RFP thus delayed will not be considered and will be returned unopened.

Information concerning the RFP process may be obtained by calling Meg Kelsey, City Manager at 706-883-2013 or [mkelsey@lagrangega.org](mailto:mkelsey@lagrangega.org).

During the evaluation process, the City reserves the right when it may serve the City's best interest to request additional information or clarifications from the proposers or allow for corrections of errors or omissions at the discretion of the City. The City reserves the right to retain any and all proposals submitted and to use any idea or concepts presented in a proposal regardless of whether the proposal is selected. Acceptance shall be confirmed in the subsequent contract between the City and organization selected. The City reserves the right to reject any or all proposals, or portions thereof, submitted by proposers in response to this RFP, as it deems appropriate and in the best interest of the City. The City reserves the right to make award based on any factors it determines applicable and in the best interest in the City.

The City of LaGrange is aware of the time and effort you extend in preparing and submitting Proposals to the City. Please let us know of any Proposal requirements that are causing you difficulty in responding to our Proposal. We want to make the process as easy and painless.