



**REQUEST  
FOR  
QUOTE**

**Visit Anaheim  
CREATIVE DEVELOPMENT  
INTERNATIONAL LUXURY MARKETING**

June 2023

To All Prospective Bidders:

The Anaheim/Orange County Visitor and Convention Bureau (DBA: Visit Anaheim), a privately funded nonprofit corporation, is seeking a qualified marketing organization capable of planning and art directing a luxury lifestyle video and photo shoot creating assets to support the international luxury marketing campaign planned for July 2023 – April 2024. The international luxury marketing campaign will run in the following three key international markets: affluent travelers in Australia, western Canada, and Mexico.

Visit Anaheim is a private non-profit 501(c)6 funded by assessed businesses that have an interest in promoting tourism to Anaheim and Orange County. This tourism assessment program was created on September 14<sup>th</sup>, 2010. At that time the Anaheim City Council established the Anaheim Tourism Improvement District (ATID) as a means of providing the necessary resources to enhance tourism activity and increase hotel room stays. All assessed facilities pay an assessment in the amount equal to two percent (2%) of the hotel room “rent” as defined in the Anaheim Municipal Code (Section 2.12.005.080) and applies to all current and future visitor accommodation facilities within the ATID boundaries.

More information: [www.anaheim.net/565/Anaheim-tourism-Improvement-District-ATI.com](http://www.anaheim.net/565/Anaheim-tourism-Improvement-District-ATI.com) .

The total budget for this RFQ is \$150,000. The contract period for the Scope of Work contained within this RFQ will be approximately July 1, 2023, to September 30, 2024. Visit Anaheim reserves the right to adjust the budget, the execution dates, and related services.

Attached is an RFQ for those capable of meeting minimum requirements and carrying out the scope of work. All proposals will be carefully reviewed and evaluated based on the criteria noted in the attached document.

Sincerely,

Sue O’Shea  
Sr. Director, Marketing  
Visit Anaheim

[www.visitanaheim.org](http://www.visitanaheim.org)

## **Table of Contents**

**1. INTRODUCTION**

**2. PURPOSE AND OBJECTIVES**

**3. CONTRACT TERM**

**4. AVAILABLE FUNDS**

**5. EVALUATION PROCESS & CRITERIA**

**6. TENTATIVE RFQ SCHEDULE**

**7. PROPOSAL REQUIREMENTS**

**8. CONTENT OF PROPOSAL**

**9. BILLING AND RELATED REQUIREMENTS**

**10. PROPOSAL SUBMISSION**

**ATTACHMENT A – Proposal Evaluation Criteria**

**ATTACHMENT B – Certification Regarding Lobbying Lower Tier Covered Transactions**

**ATTACHMENT C – Contractor’s Certificate Regarding Workers’ Compensation**

## 1. Introduction

### ***About Visit Anaheim***

Since 1961, the Anaheim/Orange County Visitor & Convention Bureau (DBA: Visit Anaheim) has worked together with area hotels, attractions, transportation entities, restaurants, retail, and entertainment companies to promote Anaheim and maintain its status as a leading destination for conventions, meetings, and vacations. Since those early days, the organization has grown tremendously as Orange County's main destination marketing organization.

In 2015, the Anaheim/Orange County Visitor & Convention Bureau was transformed into Visit Anaheim. The new name is a result of a strategic rebranding initiative designed to mirror the growth and transformation of our organization, community, and industry more closely.

Now in its 62nd year as a leading destination marketing organization, the team at Visit Anaheim continues to specialize in meeting and convention sales, services, travel trade, destination promotions, as well as marketing and partnership services. These efforts help in realizing the multi-billion-dollar per year tourism industry of Anaheim and Orange County.

Visit Anaheim oversees the production of a variety of marketing, communication, and tourism development activities and programs including on and offline advertising, visitor publications and maps, cooperative programs, communication, and travel trade programs – all designed to promote Anaheim and Orange County to consumers, meeting planners, media, and travel trade industry.

For more information visit [www.visitanaheim.org](http://www.visitanaheim.org).

## 2. Purpose and Objectives

### ***Purpose***

The purpose of this RFQ is to engage a qualified marketing firm capable of planning, scouting and art directing a luxury lifestyle video and photo shoot creating assets to support the international luxury marketing campaign planned for approximately September 2023 – April 2024. The international luxury marketing campaign will run in the following three key international markets: affluent travelers in Australia, western Canada, and Mexico.

### ***Objectives***

- Plan, scout and art direct campaign.
- Evaluate and recommend photographer and videographer to support the purpose of the RFQ.
- Deliver creative assets that will support and enhance the international luxury marketing campaign.

3. Contract Term

The proposal will be based on a contract term of approximately July 1, 2023 – September 30, 2023.

Within the given contract term, we seek your recommendations on reasonable milestones and target dates for project deliverables based on this scope of work.

4. Available Funds

Visit Anaheim will fund the contract up to \$150,000. The funds will not exceed \$150,000.

- The proposal must describe how these funds will be budgeted.
- The budget for this RFQ shall be made in U.S. dollars.

This project is funded through a grant provided by Visit California through an award under Federal Grant Award 07-79-07802 by the Economic Development Administration under §703 and 209 of the Public Works and Economic Development Act of 1965, as amended, 42 U.S.C. §§ 3149 and 3233. As a result, all vendors awarded contracts must be willing to abide by all required provisions of federal laws and regulations, including without limitation 2 CFR §§200.326 and 200.327.

In accordance with 2 CFR 170.200 (Federal awarding agency reporting requirements), Federal awarding agencies are required to publicly report Federal awards that equal or exceed the micro-purchase threshold (\$10,000) and publish the required information on a public-facing, OMB-designated, governmentwide website and follow OMB guidance to support Transparency Act implementation.

Visit Anaheim hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the basis of race, color, religious creed, sex, national origin, or any other basis protected by applicable law.

Vendors submitting proposals under this RFQ are strongly encouraged to consult with their legal counsel to determine how federal contracting rules may relate to their bid, or the ability to perform under agreements potentially executed thereafter.

5. Evaluation Process & Criteria

The criteria for the scoring of the proposals are included as **ATTACHMENT A – PROPOSAL EVALUATION CRITERIA**.

Visit Anaheim may at any time during the evaluation process seek clarification from Proposers regarding any information contained within their proposal.

Final scores for each Proposer will reflect a consensus of Visit Anaheim. Any attempt by a Proposer to contact a member of the evaluation committee outside the RFQ process, to gain knowledge or an advantage, may result in disqualification of Proposer.

6. Tentative RFQ Schedule

This tentative schedule may be altered at any time at the discretion of Visit Anaheim.

Deadline	RFQ Event
Friday, June 16, 2023 5 pm PDT	Deadline to submit questions regarding RFQ. Submit questions via email to Sue O’Shea: <a href="mailto:soshea@visitanaheim.org">soshea@visitanaheim.org</a>
Friday, June 23, 2023 5 pm PDT	Deadline to submit proposal via email to: Sue O’Shea: <a href="mailto:soshea@visitanaheim.org">soshea@visitanaheim.org</a>
Wednesday, June 28, 2023 5 pm PDT	RFQ Awarded

7. Proposal Requirements

**Minimum Requirements:**

**Questions**

All Proposers wishing clarification of this RFQ must submit questions via email to Sue O’Shea: [soshea@visitanaheim.org](mailto:soshea@visitanaheim.org) by **Friday, June 23, 2023 by 5 pm PDT.**

**General Forms**

Proposers must complete and submit with quote:

- **ATTACHMENT B – CERTIFICATION REGARDING LOBBYING LOWER TIER COVERED TRANSACTIONS**

**Workers’ Compensation**

Please provide evidence of a worker’s compensation policy held by your company which is sufficient to meet the State's legal requirements for such insurance, and which provides coverage for all California employees. You may submit this information using:

- **ATTACHMENT C – CONTRACTOR’S CERTIFICATE REGARDING WORKERS’ COMPENSATION.**

**Project Budget**

A complete project budget must be submitted with proposal.

All costs associated with the Scope of Work must be provided in U.S. dollars. Costs for developing proposals are entirely the responsibility of the Proposer and shall not be reimbursed by Visit Anaheim.

**Other Minimum Requirements**

We seek a partner with the following minimum experience:

- Proposer must have considerable experience planning, scouting and art directing a lifestyle video and photo shoot in the luxury/affluent market segment in Anaheim/ Orange County.

All proposals submitted shall become the property of Visit Anaheim and shall not be returned to the Proposer. Visit Anaheim also reserves the right to:

- Adjust the RFQ timeline
- Award all, part, or none of this RFQ to any number of Proposers
- Reject any and all bids
- Waive any or all mandatory requirements if no Proposers meet one or more of the requirements
- Cancel this RFQ
- Revise the amount of funds available under this RFQ
- Amend this RFQ as needed
- Not select a vendor and award a contract from this RFQ
- All Proposers agree that budget costs submitted with their proposals are valid for 180 days from the date Visit Anaheim receives your proposal

Proposals may be rejected if minimum requirements are not met.

**8. Content of Proposal**

Each Proposer must include a detailed scouting and art directing plan demonstrating how the effort will meet and exceed the stated goals of this RFQ. The plan will be used to evaluate the Proposers’ qualifications for effectively delivering the requirements outlined within this RFQ.

Please note that the Scope of Work and all tasks involved will be subject to negotiation between Visit Anaheim and the Proposer for the initial contract period. The details of your proposal will be used to negotiate the contract scope of work, and to evaluate your overall proposal as described in **ATTACHMENT A – PROPOSAL EVALUATION CRITERIA**.

We understand that contingencies may be required for areas requiring additional information or consultations. Please highlight any such areas along with budget ranges if applicable. You may also contact us via email to obtain additional information and/or to set up a consultation.

**Services and Activities**

- Note the company’s history and expertise as it pertains to this RFQ, including relevant case studies.
- List the address from which the primary work on the contract would be performed (if applicable).

**Conflict of Interest**

The Proposer must certify that there is no Conflict of Interest between any existing contracts.

Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the Proposer will resolve the potential conflict of interest and receive approval from other clients, if needed, prior to the oral interviews.

**Personnel / Management**

The Proposer shall identify:

- The contract manager for this work.
- The individuals who will be conducting the day-to-day work.

The Proposer should identify all proposed subcontractors for work that exceeds **US \$5,000** and document which portions of service will be performed by subcontractors and their ability to perform the work. For each subcontractor, please provide the name and background of their company, if applicable. Additionally, the Proposer should submit resumes of the proposed subcontractor’s key personnel, including those conducting day-to-day work.

The use of subcontractors is subject to approval by the Senior Vice President of Operations of Visit Anaheim. Therefore, not all work recommended by the Proposer will necessarily be approved and not all subcontractors listed in the proposal will necessarily be selected. The Proposer must make it clear to any subcontractors included in the proposal that even if the Proposer is selected, the subcontractors may not necessarily be selected.

- Provide campaign goals and monthly measurement of those goals.
- Provide a final wrap up report.

9. Billing and Related Requirements
-------------------------------------

**Contract Requirements & W-9**

The winner of the RFQ will be required to abide by Visit Anaheim’s contracting and procurement requirements. Information on contracting and procurement requirements can be found at <https://www.visitanaheim.org/eda-procurement-guidelines> .



You will also be required to submit a United States Internal Revenue Service (IRS) Form W-9.

***Billing***

We limit contractor invoicing to two invoices per month. All expenses submitted need to be itemized and supported with the appropriate documents such as invoices or receipts.

- ALL invoices must be submitted no later than May 30, 2024.

The budget for this RFQ and all payments shall be made in U.S. dollars.

10. Proposal Submission
-------------------------

Each bidder is required to email bid in PDF format to [soshea@visitanaheim.org](mailto:soshea@visitanaheim.org)

Please Note:

- Proposals must be received by the date and time referenced in the Tentative Schedule.
- Late submissions will not be accepted.
- Proposal may not be Faxed.

**ATTACHMENT A**

**PROPOSAL EVALUATION CRITERIA**

Written proposals will be reviewed, evaluated, and scored by Visit Anaheim Sr. Marketing Director. The evaluation committee may, if they deem necessary, select certain Proposers for oral interviews. Interviews apply only to the top finalists, as determined by Visit Anaheim.

Evaluation of written will be based on the following criteria:

	MAX PTS	SCORE
<b>OVERALL EXPERIENCE OF ORGANIZATION</b>		
<i>Our evaluation will include an assessment of such items as the history of your company, your experience as it relates to the requirements within this RFQ, evidence of past performance, and related items.</i>	10	
<b>RFQ DELVIERABLES</b>		
<i>Our evaluation will include our assessment of your represented ability to perform duties listed in the RFQ and your responses to the proposal information requirements.</i>	30	
<b>CREATIVE CAPABILITIES</b>		
<i>Our evaluation will include an assessment of the creative plan, suggested resources and deliverables.</i>	40	
<b>COST EFFECTIVENESS</b>		
<i>The maximum services are provided in relation to the budget and value of overall project.</i>	20	
	<b>TOTAL POINTS</b>	<b>100</b>
		<b>0</b>

ATTACHMENT B

FORM CD-512 (REV 12-04)

U.S. DEPARTMENT OF COMMERCE

**CERTIFICATION REGARDING LOBBYING LOWER TIER COVERED TRANSACTIONS**

Applicants should review the instructions for certification included in the regulations before completing this form. Signature on this form provides for compliance with certification requirements under 15 CFR Part 28, "New Restrictions on Lobbying."

**LOBBYING**

As required by Section 1352, Title 31 of the U.S. Code, and implemented at 15 CFR Part 28, for persons entering into a grant, cooperative agreement, or contract over \$100,000 or a loan or loan guarantee over \$150,000 as defined at 15 CFR Part 28, Sections 28.105 and 28.110, the applicant certifies that to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative

agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure occurring on or before October 23, 1996, and of not less than \$11,000 and not more than \$110,000 for each such failure occurring after October 23, 1996.

**Statement for Loan Guarantees and Loan Insurance**

The undersigned states, to the best of his or her knowledge and belief, that:

In any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required state- ment shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure occurring on or before October 23, 1996, and of not less than \$11,000 and not more than \$110,000 for each such failure occurring after October 23, 1996.

**As the duly authorized representative of the applicant, I hereby certify that the applicant will comply with the above applicable certification.**

NAME OF APPLICANT AWARD NUMBER AND/OR PROJECT NAME

PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

SIGNATURE DATE

ATTACHMENT C

**CONTRACTOR'S CERTIFICATE  
REGARDING WORKERS' COMPENSATION**

Description of Contract:

Labor Code Section 3700 Provides (in part):

“Every employer except the state shall secure the payment of compensation in one or more of the following ways:

- (a) By being insured against liability to pay compensation by one or more insurers duly authorized to write compensation insurance in this State.
- (b) By securing from the Director of Industrial Relations a certificate of consent to self-insure either as an individual employer, or as one employer in a group of employers, which may be given upon furnishing proof satisfactory to the Director of Industrial Relations of ability to self-insure and to pay any compensation that may become due to his employees.”

I am aware of the provisions of Section 3700 of the Labor Code which require every employer to be insured against liability for workers compensation or to undertake self-insurance in accordance with the provisions of that code, and I will comply with such provisions before commencing the performance of the work of this contract.

Date: \_\_\_\_\_, 20\_\_

\_\_\_\_\_  
(Contractor)

By \_\_\_\_\_

\_\_\_\_\_  
(Official Title)

(SEAL)

(Labor Code Section 1861 provides that the above certificate must be signed and filed by the Contractor with the Owner prior to performing any work under this contract.)

**Note: Attach Corporate Seal and Notary Form**  
(For reference only – actual certificate in separate document)