



**Request for Proposal
for
2021 Administration**

To All Prospective Bidders:

The Finger Lakes Region

The breathtaking Finger Lakes of New York State takes its name from eleven lakes spanning the region like a giant handprint, stretching from its easternmost point in Onondaga County to its westernmost border in Livingston County, near Letchworth State Park. Boasting an array of key attributes such as water assets, nature trails, natural beauty, historic attractions, wineries, breweries and distilleries scattered across the region along with quaint villages close to large metropolitan areas, the Finger Lakes Vacation Region is a world-class destination with a plethora of tourist attractions within its borders.

www.fingerlakestravelny.com

#WeAreFLX | Facebook: @weareflx | Twitter: @weareflx | Instagram: @weareflx

Finger Lakes Regional Tourism Council

In January 2014, the 14 Official County Tourism Promotion Agencies (TPA) - as designated by their county government - of the Finger Lakes Vacation Region formed a 501(c)(3) organization known as the Finger Lakes Regional Tourism Council (FLRTC). The FLRTC Board includes representation from all 14 TPAs and counties: Cayuga, Chemung, Cortland, Livingston, Monroe, Onondaga, Ontario, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne and Yates.

About this RFP:

The purpose of this request is to seek administration services for the organization. Details of services required in Scope of Work.

The FLRTC compensation for one year of service is not to exceed \$18,000 (\$31,000 if Matching Funds or other grant opportunities are extended by the State of New York or other sources). FLRTC reserves the right to adjust this amount based on the content of proposals and related factors. SEE Page 3.

The awardee will enter into a written memorandum of understanding with the officers of FLRTC, and will attest to having no known conflicts of interests that would compromise the discretion of FLRTC and/or its Board of Directors. This agreement will last through Jan 30 2021 with a review 30-60 days before that end date). Any proposed renewals will also be assessed according to program direction, funding, success of partnership and scope of work.

Scope of Work:

The following list of services is required; however, should not be considered a maximum program and are not listed in order of priority. FLRTC is seeking an administrator who will be adaptive in their service, work collaboratively with the FLRTC Board of Directors and who will maintain a high level of integrity, support and insight.

1. Responsible for answering incoming calls to both the regional 800# and a direct phone line. Calls should either be answered during regular business hours of Monday through Friday, 9am to 5pm and/or responded to within a 24-hour period.
2. Monitor and respond to email inquiries (same protocol as for phone line)
3. Collect organization's mail from Post Office Box at least two times per week (with potential for P.O. Box relocation/or forwarding)
4. Work directly with the Treasurer and/or the assigned member of the Executive Committee and the organization's bookkeeper regarding specific duties including setting up a schedule to get any checks received to the bookkeeper and other agreed upon tasks.
5. Assist Bookkeeper and assigned member of the Executive Committee in transitioning non-financial documents to the contracted auditing firm for the annual audit.
6. Regional Website Support (FingerLakesTravelNY.com)
Define your experience and expertise with the Simpleview websites in order to:
 - Maintain the functionality of the aggregator with I Love NY
 - Ensure that CRM/CMS are in working condition; interface with Simpleview technical team
 - Change images, "update" content, listings, and blogs
 - Handle regional guide fulfillment generated from the website
 - Post, monitor and report on the engagement of FLRTC-related blogs; meeting time lines, deadlines and topics for TPAs or their representatives who will provide copy and images for said posts.
7. Monitor Media/PR/Influencer requests from a variety of sources such as I Love NY and others as well as their respective agencies;
 - Liaison for and support the project director (board chair) on inquiries.
 - Monitor and forward Media/PR/Influencer requests to all TPAs to address directly on their own.
8. Monitor engagement and report on FLRTC social media platforms, with content and frequency to be agreed upon per suggestions that have been given as follows:
 - Facebook – three times per week
 - Twitter – three times per week
 - Instagram – twice per week

9. Organize monthly Board of Directors Meetings.
 - Schedule full board monthly meetings and assist with scheduling any committee of the board meetings.
 - Take minutes of meetings and provide written minutes within one week of any meeting.
 - Keep detailed files for all Board of Directors meetings.
 - Provide a written report of all organization activity at every monthly Board of Directors meeting.
10. Work directly with the Executive Committee of the Board of Directors and keep the Board Chair informed on a weekly basis of all activity of the organization
11. Matching Funds 2021. Provide an outline of your planning, execution, and reporting processes for NYS Matching Funds. Provide an add-on proposal for up to \$13,000 in the event New York State Matching Funds or other grant/funding sources are approved and need to be executed.
12. Additional fee for additional services. Please indicate your rate (hourly or project-based) for any other marketing programs which may need managing through the region on behalf of the region. Typically, these are agreed upon by two or more TPA's as separate programs from this Agreement/Scope of Work.

Response:

We encourage you to use this RFP to demonstrate your creative thinking and expertise in partnering with FLRTC.

Please provide examples of specific knowledge in handling administrative experiences related to the above Scope of Work, and reference item numbers specifically, as appropriate.

Bidders response to the RFP should address all points noted above. Additionally, respondents must adhere to the timeline below and provide **their response to the following to:** info@fingerlakestravelny.com

RFP distributed/posted: Beginning December 22, 2020

RFP Questions due: January 7, 2021 12:00 Noon

RFP responses to questions distributed: January 8, 2021 by 12:00 Noon

RFP formal responses due: January 15, 2021 12:00 Noon

Board meeting decision: January 21st

A Zoom Interview MAY be required for final award.

Awarded notification to selected bidder: January 22nd

January 22 through February 26 awardee to work in tandem with FLRTC and BTI through closure of the BTI contract.

Important Notification

Any organization or individual agreeing upon the arrangements in this document must be available for other possible tasks for a negotiated fee(s) for project work brought by a majority vote of the 14-county board with separate timelines and rates-for-services agreed in advance for administration and project tasks (i.e., ROVE Cell Data, Quinn PR Contract, etc.)

Should the recipient of this contract be one of the 14 counties on the FLRTC Board then any issues relevant to this agreement must be disclosed and they are required to abstain from votes relevant to this agreement. They may participate in discussion however to make pertinent points.

Should the county mentioned above also be on the executive committee he/she must recuse themselves from any vote on any or all issues relevant to this agreement.

The Executive Committee of FLRTC will make the introduction to the current contractor, Break The Ice Media Inc. (BTI) representative(s) to activate the transition and streamline the process immediately the week of Jan. 25, 2021 based on Jan 21, 2021 BOD vote on who is awarded the contract. The transition will be completed no later than Feb. 28, 2021.

Questions/Clarification:

Bidders may submit questions (**via email only**) for the purpose of clarifying items within this RFP. Answers to all submitted questions, regardless of which bidders submitted them, will be shared via BCC with all bidders that have indicated their intent to submit. (**See RFP Timeline**).

Terms and Conditions

This RFP does not represent an offer or any kind of a commitment by the Finger Lakes Regional Tourism Council to any respondent nor does it represent an agreement to pay for costs incurred in the preparation of a response to this RFP. Respondents are responsible for all costs of any kind, including any travel involved in the preparation of their respective proposals.

This RFP and the selected response to the RFP may become a part of the final agreement between FLRTC and the firm selected to provide services as a result of the solicitation. FLRTC shall own all materials submitted in response to the RFP.

Christine Worth, Chairperson of the Board
Send Questions/Proposal to: info@fingerlakestravelny.com