

REQUEST FOR PROPOSALS

Marketing and Promotional Services Climb Upton Destination Attraction

Upton Hill Regional Park
Arlington, Virginia



5400 Ox Road
Fairfax Station, Virginia 22039

February 22nd, 2021

NOTICE

REQUEST FOR PROPOSALS



Marketing and Promotional Services Climb Upton Destination Attraction

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- The Northern Virginia Regional Park Authority (NOVA Parks) is requesting proposals for Marketing and Promotional Services for a new destination park attraction.
- Sealed proposals for services must be received at the NOVA Parks Headquarters located at 5400 Ox Road, Fairfax Station VA 22039, no later than 2:00 pm EST, Friday, March 12, 2021. Proposals must be clearly marked “RFP – Marketing and Promotional Services – Upton Hill.”
- Any questions about the request for proposals must be submitted in writing by e-mail to Director of Park Operations, Chris Pauley, at cpauley@nvrpa.org. All questions must be submitted no later than March 5, 2021.

Proposal Timeline

RFP Release	February 22, 2021
Final Proposals due	March 12, 2021
Interview Schedule <i>(If Necessary)</i>	Week of March 22, 2021
Selection of top proposal	End of March 2021
Agreement Finalized	April 2021

Introduction and Background

The Northern Virginia Regional Park Authority (NOVA Parks) is a governmental agency supported by six local government member jurisdictions. In the late 1950s, the Northern Virginia Planning District Commission and a group of citizens from several local jurisdictions came together to protect Northern Virginia's rich heritage of woods, meadows, lakes and streams from the threat of suburban sprawl. These citizens, working with their local governments – Fairfax County, Arlington County, and the City of Falls Church - organized under the Virginia Park Authorities Act in 1959 as the Northern Virginia Regional Park Authority.

Today, NOVA Parks represents three counties and three cities - Arlington County, Fairfax County, Loudoun County, the City of Alexandria, the City of Falls Church, and the City of Fairfax. NOVA Parks staff, volunteer Board members appointed from each jurisdiction and many friends of NOVA Parks working together, have preserved more than 12,200 acres within 33 regional park sites.

Summary of Project

NOVA Park invites proposals from qualified individuals or organizations to develop a promotions campaign and destination marketing services for a new park attraction being built in the spring of 2021 and opening in the summer of 2021 in Arlington, Virginia.

The new CLIMB Upton aerial ropes course attraction will be located within Upton Hill Regional Park. The 27-acre park includes wooded open space, water park, batting cage and miniature golf course. Additional information about NOVA Parks and Upton Hill Regional Park can be found at NOVAParks.com.

The 90-element climbing structure will provide 3 levels of obstacles, a viewing deck, unique themed elements including a “free fall” feature and multiple ziplines contained within the structure. Elements will offer varying levels of difficulty with no set course allowing guests to explore the park at their own pace and comfort level. The climbing system allows guests to remain continuously attached to a safety cable at all times. The focus will be on daily admissions with opportunities to offer unique experiences, events, fitness and wellness programs, family fun, birthday parties, group outings and team building activities.

Scope of Work

This request for proposals (RFP) is focused on obtaining professional promotions and destination marketing services for this new park feature with the goal of determining markets and driving visitation from the surrounding region for the initial opening and first year of operations. Offerors must be able to demonstrate measurable success in similar development

projects, community, marketing campaigns on behalf of private enterprise or local governments.

The project will focus on the development of CLIMB Upton's brand identity and the development of a strategic, multi-faceted marketing plan that demonstrates cohesive messaging in advertising, promotions, and social media to drive visitation and to increase the overall awareness and visibility of Upton Hill Regional Park to the area.

Proposal Deliverables

- Relevant experience and qualifications of firm in the successful development of promotions and destination marketing plans.
- Concept plans detailing the proposed approach and implementation of a comprehensive marketing campaign designed to drive visitation to this new regional attraction during its first season of operation. Plan should include:
 - Potential short/long term goals and tactics for maximizing growth and brand recognition.
 - Methods for identifying a diverse set of target markets.
 - Concepts around special promotions and potential ad-buys.
 - Ideas for online/website promotional features. (Does not include web design services)
 - Social media marketing strategy, including promotional e-marketing campaigns, contests, and a sample calendar of social postings through existing accounts.
 - Ideas centered on arranging and implementing photographic and video shoots and content development.
 - Process for assisting in the conceptional development of digital and print marketing collateral.

General Proposal Information

As required by Virginia Public Procurement Act, Northern Virginia Regional Park Authority (NOVA Parks) is requesting competitive sealed proposals for the services outlined.

NOVA PARKS RESERVES THE RIGHT TO REJECT ANY AND ALL PROPOSALS AND TO WAIVE ANY TECHNICALITIES AT ITS OPTION WHEN IN THE BEST INTEREST OF NOVA PARKS.

Questions about the RFP

Any questions about the RFP must be submitted in writing by e-mail to Chris Pauley, Director of Park Operations, at cpauley@nvrpa.org. All questions must be submitted no later than March 5, 2021. Please reference the specific section that is the subject of your question. NOVA Parks

will respond to each question in writing. Questions submitted after the above deadline may not be answered.

Selection and Award Process

Based on the results of the preliminary evaluation of the proposals received, the highest rated vendor(s) may be asked by NOVA Parks to make a virtual presentation to a selection committee.

NOVA Parks will select the top-rated proposal and then enter into negotiations, in an effort to arrive at a mutually acceptable agreement and contract. In the event the negotiations are successful, a contract will be offered in accordance with NOVA Parks contracting procedures.

The award of contract may be made to the responsible vendor whose proposal is most advantageous to NOVA Parks, taking into account the minimum requirements and the evaluation criteria for the proposals. The award of a contract will be made based upon criteria which does not just include price.

Evaluation Criteria

- Understanding of NOVA Parks requirements
- Relevant experience and qualifications of firm in the successful development of tourism/attraction promotions and marketing plans.
- Quality and creativity of the proposal and likelihood of achieving strategic objectives.
- Implementation Schedule
- References
- Value of services provided for cost.

Proposal Submittal

- Name and address of firm submitting the proposal to include:
 - Main office address, when organized, main point of contact, email, and phone number.
- Company Background and Statement of Qualifications
 - Provide a statement of qualifications indicating ability to fulfill the scope of the RFP and understanding of NOVA Parks' requirements.
- Proposed Approach, Work Plan and Implementation Schedule
 - Outline specific elements as requested in the RFP and how each will be completed.

- Client References
 - List a minimum of three client references. Please include the organization's name, address, contact person, email address, phone number and a brief description of the project.
- Cost Proposal
 - Non-binding Price Estimate - While the pricing information provided in responses will be non-binding prior to the execution of a written agreement, such information will be assessed during the evaluation of the responses and the ranking of proposals. Any inaccurate, misleading or incomplete information, including withdrawn or altered pricing, could adversely impact any such evaluation, ranking or contract award.
- Other Requirements
 - List any requirements outside of the normal scope of work that will be required by the offeror or NOVA Parks.

Instructions to Offerors

- AMENDMENT OF REQUEST FOR PROPOSALS: The Offeror shall acknowledge receipt of a request for proposals amendment by signing and returning the document by the specified due date and time.
- FAMILIARIZATION WITH SCOPE OF WORK: Before submitting a proposal, each offeror shall familiarize him/herself with the scope of work outlined in the request for proposals, laws, regulations and other factors affecting contract performance. The contractor shall be responsible for fully understanding the requirements of the subsequent Contract, and otherwise satisfy him/herself as to the expense and difficulties accompanying the fulfillment of contract requirements. The submission of a proposal will constitute a representation of compliance by the Offeror. There will be no subsequent financial adjustment, other than that provided by the subsequent Contract, for lack of such familiarization.

Preparation of Proposal

- The proposal shall be signed by a person authorized to submit an offer. An authorized signature shall constitute an irrevocable offer to sell the goods and/or service specified herein. Offeror shall submit any additional requested documentation, signifying intent to be bound by the terms of the agreement.
- It is the responsibility of all offerors to examine the entire request for proposals package and seek clarification of any requirement that may not be clear, and to check all responses for accuracy before submitting a proposal. Negligence in preparing a proposal confers no right of withdrawal after due date and time.

- NOVA Parks will not reimburse the cost of developing, presenting, submitting, or providing any response to this solicitation.
- Offeror must list any subcontractors to be utilized in the performance of the services specified herein. For each subcontractor, details on respective qualifications must be included.

Proposal Format and Requirements

- An original and (2) copies of the proposal should be submitted.
- The sections of the submittal should be clearly identifiable and should include a minimum of the following sections:
 - Company Background and Statement of Qualifications
 - Proposed Approach, Work Plan, and Implementation Schedule
 - Client References
 - Cost Proposal
 - Other Requirements

Failure to include the requested information may have a negative impact on the evaluation of the offeror's proposal.

General Terms and Public Record

- All proposals submitted in response to this request for proposals shall become the property of NOVA Parks and shall become a matter of public record available for review subsequent to the award notification.

Confidential Information

- Any confidential information submitted should be marked as such. NOVA Parks is obligated to abide by all public information laws. If an Offeror believes that any portion of a proposal, offer, specification, or correspondence contains information that should be withheld, a statement advising of this fact should accompany the submission, and the information shall be so identified wherever it appears. NOVA Parks shall review all requests for confidentiality and may provide a written determination to designate specified documents "confidential" or the request may be denied. Price is not confidential and will not be withheld. If the confidential request is denied, such information shall be disclosed as public information, unless the offeror submits a formal written objection.

Certification

- By signature on the Offer or cover letter accompanying the submittal documents, Offeror certifies:

- The submission of the offer did not involve collusion or other anti-competitive practices.
- The Offeror shall not discriminate against any employee or applicant for employment in violation of Federal or State law.
- The Offeror has not given, offered to give, nor intends to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, meal or service to a public servant in connection with the submitted offer.
- The Offeror hereby certifies that the individual signing the submittal is an authorized agent for the Offeror and has the authority to bind the Offeror to the Contract.

Where to Submit Proposals

- In order to be considered, the Offeror must complete and submit his/her proposal to NOVA Parks Headquarters at the location and manner indicated, prior to, or at the exact date and time indicated on the Notice of Request for Proposals page.

Late Proposal

- Late proposals will be rejected.

Offer and Acceptance Period

- In order to allow for an adequate evaluation, NOVA Parks requires an offer in response to this solicitation to be valid and irrevocable for ninety (90) days after the proposal due date and time.

Withdrawal of Proposal

- At any time prior to the specified solicitation due date and time, an offeror may formally withdraw the proposal by written letter or e-mail, from the Offeror or a designated representative. Verbal withdrawals shall not be considered.

Discussions

- NOVA Parks reserves the right to conduct discussions with offerors for the purpose of eliminating minor irregularities, informalities, or apparent clerical mistakes in the proposal, in order to clarify an offer and assure full understanding of, and responsiveness to, solicitation requirements.

Proposal Results

- The name(s) of the successful contractor will be available upon request.

Sample Images of Similar Facilities





