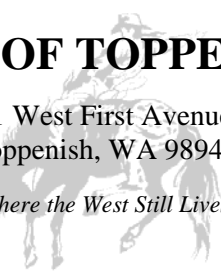


CITY OF TOPPENISH

21 West First Avenue
Toppenish, WA 98948

"Where the West Still Lives"



Tourism Development Fund Request for Proposals

General:

The Tourism Fund Advisory Committee (TFAC) was established by the Toppenish City Council in 1991. Per TMC 2.30.160, "It shall be the duty of the committee to study and make recommendations for the use of tourism development funds, for the promotion and development of tourism in the City of Toppenish" (Ord. 2004-4 § 1, 2004). The Lodging Tax Advisory Committee (LTAC) was later established in 2000 in accordance with state law to advise and recommend to the City Council how taxes on lodging collected in Toppenish should be allocated for the marketing and operations of special events and festivals and to support the operations and capital expenditures of tourism-related facilities owned by nonprofit organizations described under Sections 501(c)(3) and 501(c)(6) of the Internal Revenue Code.

Purpose:

The purpose of this Request for Proposals (RFP) by the City is to solicit proposals to promote and enhance tourism in the City of Toppenish during calendar year **2011**.

Project Description:

Activities which will be considered eligible for assistance include, but are not limited to, those that: increase tourism by advertising, publicizing, and distributing information for the purpose of attracting and welcoming tourists; develop strategies to expand tourism; operate tourism promotion agencies; construct tourism-related facilities, and fund and market events and festivals designed to attract tourists.

The expected outcome of such activity is to increase economic activity in the City of Toppenish during the year 2011 through overnight lodging of tourists ("heads in beds"), providing meals, the sale of gifts, souvenirs, and other items, and construction of tourism-related facilities.

Each application is to develop and outline one project, which meets these requirements and provides an economic benefit to the City of Toppenish. The specific amount of the applicant's proposal is open, to be defined by the applicant. As a recommendation, the applicant may wish to define alternate levels of funding, indicating as their first priority the maximum amount desired and, as a second priority, the minimum acceptable amount. Some definition of the differences in the level of services to be provided under

the two priorities should be included. The establishment of alternate funding levels will allow the City some latitude in approving projects reviewed and recommended by TFAC and LTAC without the necessity of rejecting one or more projects due to a potential lack of funds.

Specific questions are included in the attached response form to assist the applicant in delineating those matters which are of concern to TFAC and LTAC and which will be part of the selection criteria.

Each project should be submitted as a separate document, thereby allowing for clear understanding of each project.

RFP Schedule:

Following is the RFP schedule (Note: specific dates may be adjusted to meet unexpected circumstances):

RFP package available for pickup	August 23, 2010
Publicize RFP	August 25, September 1, and September 5, 2010
RFP response to be submitted	September 22, 2010 by 4:30 p.m. NO EXCEPTIONS
TFAC review applications and receive proposal presentations	September 29, 2010
LTAC review TFAC recommendations	October 6, 2010
Recommendation to City Council	October 11, 2010
Council budget hearing	November 8, 2010
Budget approved	November 8, 2010
Award Notices Mailed by	November 22, 2010
Contracts issued (required)	January 2011
Work to be completed by	December 31, 2011

Funds not expended by December 31, 2011 will be forfeited.
NO EXCEPTIONS

Project Management:

The City Manager's Office will act as coordinator of the RFP process, responding to applicant questions, and notifying applicants as appropriate. The Finance Office will issue, publicize, and receive the RFP on behalf of the City Manager's Office. The City Manager's Office will then issue contracts for approved projects, and monitor contract compliance. All contracts will require the submission of appropriate written reports regarding the use of allocated funds. The Finance Office will pay bills, reimburse expenses, and insure that proper measures are taken to insure compliance with the state auditor's office.

Selection Process:

Each application will be reviewed by TFAC and LTAC based upon several criteria; eligible activities, effectiveness of proposed project in meeting the expected outcomes, need, and funding requirements. Upon completion of TFAC and LTAC's review of the written applications, TFAC and/or LTAC may request that the applicants make an oral presentation in order to more fully understand the proposed project. TFAC/LTAC members will evaluate the individual proposals and make recommendations to the City Council. Their recommendations will not be subject to review or challenge by the applicant. The City Council will make final decisions.

Other Information:

Contract: The City will utilize its standard contract for City-funded activities.

Payment: Payment will be provided in accordance with the contract.

Equal Opportunity: The City requires each contractor to provide equal opportunities for women and minorities as employees, applicants for employment, and as clients/customers. No unlawful discrimination is allowed.

Legibility and Additional Materials: TFAC and LTAC will accept no more than two (2) additional pages of materials in addition to the RFP package. Any additional materials will be disregarded. All information provided should be legible and typed in a 10 or 12 point type.

Performance: Future allocations of Tourism Funds to agencies that have received funds previously will be subject to an evaluation of past performance.

Proposal Submittal:

Please deliver one (1) copy of the completed **PROPOSAL** document and any additional attachments (not to exceed two single pages) to:

Linda B. Mead, CMC, Finance Director/City Clerk
City of Toppenish
21 West First Avenue
Toppenish, WA 98948

NO LATER THAN 4:30 PM, WEDNESDAY, SEPTEMBER 22, 2010.

NOTE: Proposals received after that time, even if mailed earlier, will NOT be accepted.