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## Oregon Tourism Commission, dba Travel Oregon

### Public and Media Relations Request for Proposals

*Issuance Date:* 02/16/2022

*Proposals Accepted:* Electronically  
(Proposals will be accepted on an ongoing basis until 03/25/2022)

*Issuing Office:* Travel Oregon  
Global Marketing  
319 SW Washington, Suite 700  
Portland, Oregon 97204

*Contact:* Gracia Camizzi, Procurement Manager  
Telephone: (971) 352-6710  
E-mail: [rfp@traveloregon.com](mailto:rfp@traveloregon.com)



# TRAVEL OREGON

Request for Proposal (RFP) for  
Public and Media Relations

- SECTION 1: General Information, Proposal Process
- SECTION 2: Requirements for Public and Media Relations Proposal Materials
- SECTION 3: Proposal Qualifications, Work Samples & Services
- SECTION 4: Proposal Forms & Exhibits

The applicant is responsible for understanding all information contained in this RFP. Read all information carefully before submitting your proposal. If you have any questions about the RFP or process, please feel free to contact Travel Oregon. Incomplete proposals will not be processed. You will not be notified if your proposal is incomplete. Travel Oregon may or may not contract for work with any firm or firms that submit proposal materials and reserves the right to end this process or modify the anticipated work at its sole discretion.

Direct Questions to the Gracia Camizzi:  
Telephone: (971) 352-6710  
E-mail: [rfp@traveloregon.com](mailto:rfp@traveloregon.com)

# SECTION 1: GENERAL INFORMATION AND APPLICATION PROCESS

## About the Public and Media Relations RFP

### About Travel Oregon

The Oregon Tourism Commission, dba Travel Oregon, is a semi-independent state agency whose mission is to inspire travel that drives community enhancement and economic development. Through innovation and partnerships, we share the stories of Oregon's people and places, deliver world-class experiences, strengthen the industry, work to ensure all travelers feel welcome and preserve Oregon's way of life and its natural places. Travel Oregon aims to improve Oregonians' quality of life by strengthening the economic impacts of the state's multi-billion-dollar tourism industry, which employs tens of thousands of Oregonians.

### Purpose

Travel Oregon is soliciting proposals from qualified public relations firms for the development and implementation of a comprehensive public relations program. Travel Oregon is seeking qualified proposals that will demonstrate the ability to gain positive media coverage for both consumer and industry audiences, create and manage cutting edge PR events and activations and create well-written content to support media for industry and consumer ("Industry" relates to the tourism industry in addition to work of Travel Oregon as an agency; "Consumer" inspires travel to Oregon). We also expect clear coordination and collaboration with Travel Oregon's Public Affairs team.

The selected firm will supply account management and coverage tracking and will report directly to Travel Oregon's Director of Marketing Services and Travel Oregon's Manager of Global Communications.

### Outcomes

Travel Oregon shares the stories of Oregon's people and places to inspire travel that drives economic development, ensuring the preservation of Oregon's way of life and its natural places. The overarching goal of this contract is to inspire overnight leisure travel with earned equitable regional coverage throughout the state. Coverage goals will be established at the beginning of each fiscal year and will include quality and quantity of Travel Oregon's earned media index, circulation/reach, engagement, and quality and quantity of desk-side appointments.

### Scope of Work

- Creation, implementation and management of a 12-month regional and national media relations outreach strategy and hosting program that supports Travel Oregon's campaigns and initiatives that results in trackable media coverage. This plan will:
  - Generate positive exposure for Oregon through consumer and industry mediums with direct tiebacks to ROI and qualitative measurement results.
  - Include robust and creative activations to support seasonal and niche consumer advertising campaign initiatives.
- Creation of recommended media target lists for print, online and broadcast that aligns with Oregon's brand, quality, and strategic objectives. Included in this list should be the rationale and timing.
- Provision of strong account management including but not limited to:
  - Bi-monthly team meetings, quarterly editorial brainstorm meetings, providing notes from meetings and tracking of follow ups.

- Tracking of media coverage, which will be reported to Travel Oregon on a monthly basis including, when appropriate, visuals and broadcast clips.
- Preparing quarterly, campaign and annual reports.
- Staying up to date on Travel Oregon business and communication goals.
- Coordination of, and possible participation in, key market media tours and in-market desk-side briefing appointments at least twice a year.
- Participation in annual multi-day familiarization tours of the state to experience new and not-to-be-missed attractions and to gather interesting stories, ideas and trends. Tours will include an industry education/training element focused on supporting local PR efforts and are from one to three days in each of the seven identified tourism regions. Regional familiarization tours may or may not be scheduled consecutively.
- Assistance in creating media outreach strategies to garner coverage around Travel Oregon programming and/or matters impacting or related to Oregon's tourism industry.

### Qualifications

- Statement of qualifications: Please review Section 3 of this RFP.
- Conflict of interest: Proposal should identify any client relationships that could potentially be considered a conflict of interest.

### Application Format

Applicant must submit materials in electronic form only. IT IS INCUMBENT ON THE APPLICANT TO ENSURE ALL REQUIRED PROPOSAL MATERIALS ARE SUBMITTED.

Please note that Travel Oregon is an agency of the state of Oregon and any materials or inquiry made relative to this RFP will be treated as unclassified and subject to federal Freedom of Information Act and Oregon public record laws. See *Confidentiality* below.

Submit electronic application materials to: rfp@traveloregon.com; subject line: Public and Media Relations RFP.

### Incomplete Application Materials

The applicant is responsible for all information requested and contained in this application. Please read all information and instructions carefully before submitting your materials. Incomplete proposals will be delayed and may be disqualified. Applicants will not be notified if submitted materials are incomplete.

### General Information

The guidelines and specifications contained in this RFP will be considered a part of any contract awarded for the Public and Media Relations. Read the entire RFP carefully and thoroughly.

All applicants requesting to contract for the Public and Media Relations will be required to complete a proposal and submit materials.

Travel Oregon shall publish any questions and responses received from applicants on Travel Oregon's website at <https://industry.traveloregon.com/about/careers/rfps/>. Applicant is solely responsible for checking Travel Oregon website to determine whether or not any Addenda have been issued. Addenda are incorporated into the RFP by this reference.

Once completed Proposal materials are received, Travel Oregon will process proposal materials, determine if any applicants are qualified to provide services, and, if the applicant is selected, execute an effective contract. The turnaround timeframe is subject to change based on workload and solely at discretion of Travel Oregon.

Each successful applicant awarded a contract under this RFP will be required to enter into a new agreement or amendment to an existing agreement approximately every two (2) years or up to a period of four (4) years and will be subject to re-evaluation. Submission of a proposal, materials or prior contracting for the Public and Media Relations does not guarantee that an applicant will receive a contract.

### Proposal Process

Applicants must successfully meet all requirements of the RFP to contract with Travel Oregon. The Applicant is responsible for all information contained in this proposal and materials submitted. Please read all information and instructions carefully before submitting your proposal. Incomplete proposals will be delayed and may be disqualified. Materials submitted by applicant will not be returned to applicant.

Travel Oregon reserves the right to award a contract based solely upon information submitted. Travel Oregon may also choose to request additional information or to conduct interviews to provide clarification or answer questions Travel Oregon may have in conjunction with the written responses to this request.

At any point, Travel Oregon may decide that an Applicant's response to any one or more of the proposal requirements of this RFP or as provided in materials submitted by applicant is sufficiently inadequate, so-as-to, disqualify the Applicant from providing services. Travel Oregon may withdraw, re-open, or otherwise amend the RFP at any time, and reject any or all proposals and materials, in whole or in part, when Travel Oregon determines that it is in its best interest to do so.

An evaluation committee that consists of Travel Oregon staff and the Travel Oregon's Public and Media Relations Team (Advisory Committee) will review each proposal and submitted materials and determine if the applicant is qualified to perform the desired services. Travel Oregon reserves the right to consider as part of the evaluation verification of references, feedback from the Advisory Committee, previous performance and financial stability as these areas relate to the performance of duties under any contract resulting from this proposal.

Upon award of a contract, the Contractor will be placed on a list of approved contractors for the Public and Media Relations services. An awarded contract does not automatically authorize services or guarantee referrals.

All services must be provided in accordance with the specifications and requirements of an awarded contract between the Contractor and Travel Oregon. A copy of the specifications and requirements may be obtained by contacting the issuing office identified above. Applicant must agree to abide by the guidelines set forth in an awarded contract and these RFP materials.

Travel Oregon may request services to be performed by an awarded Contractor with issuance of a written Notice-to-Proceed or similar work authorization document.

Travel Oregon cannot predict a long-term need for these services and does not guarantee any particular volume of business will be offered to any applicant who qualifies to provide services,

nor is there any guarantee that Travel Oregon will continue to use the services of any applicant who is issued a contract.

Travel Oregon reserves the right to enter into a new contract or amend any contract resulting from this application one or more times for changes in terms, conditions, time, money, services, or any combination of the foregoing. Travel Oregon will have no obligation to amend and extend the contract and will incur no liability for electing not to exercise its option.

### Review Process

The proposals received in accordance with the RFP directions will be reviewed and ranked by the review team for their consideration and designation. In particular, the review team intends to consider the following when awarding the project for this RFP:

- Proposal contains sufficient information to complete all of the requirements identified in the RFP.
- Proposal demonstrates the ability, capacity, and skill of the Proposer to complete and operate the Project.
- Proposal demonstrates feasible timeline for project completion.
- Proposal compares favorably with others submitted on cost per level of services.
- Proposal demonstrates creative/innovative thinking in project design intended to reduce construction and operating costs, while serving the needs of the RFP.

### Tentative Timeframe

The deadline for proposals is 03/25/2022. Applicants will be notified within six (6) weeks of proposal due date as it pertains to next steps in this process. This tentative schedule may be altered at any time at the discretion of Travel Oregon. Travel Oregon reserves the right to reject any and all proposals, or any part thereof, and accept the proposal that best meets the needs of Travel Oregon. All submitted documentation and completed work become the property of Travel Oregon.

Deadline to submit questions	03/11/2022
Deadline to submit proposals	03/25/2022
Formal interview period	04/01/2022 - 04/29/2022
Contract negotiation period	05/06/2022 - 05/12/2022
Notice of intent to award	05/13/2022
Contract implementation	06/01/2022

### Services and Rates

Contracted services require authorization through a written, executed contract that specifies types, amounts and durations of services to be provided prior to work commencing. Travel Oregon will not reimburse for services outside the scope of the contract or for work completed without prior authorization.

Travel Oregon will pay a Contractor for any services listed in the resulting contract at approved-upon rates. Travel Oregon reserves the right to negotiate rates and consideration with an applicant prior to an awarded contract. If Travel Oregon and applicant cannot agree upon consideration, a contract will not be issued to the applicant.

### Fully Executed Agreement

Work under an awarded contract CANNOT begin until Travel Oregon has a fully executed contract. Any successful contractor shall complete only the specific services identified and authorized in writing (e-mail acceptable) by Travel Oregon's Contract Administrator or designee. The contract statement of work (or the "WORK") will outline approved details such as location and services to be performed.

Under no circumstances should services be rendered without written authorization and a contract which details the services which are being authorized.

Travel Oregon will not compensate a Contractor for any services provided by the Contractor in excess of \$10,000 prior to a contract being fully executed. In addition, Contractors will not be paid for services which exceed the amount of approved services.

### Other Contract Responsibilities

All Contractors will be expected to participate in Travel Oregon's business meetings pertaining to a contract as requested. This is considered business best practice. Business meetings may include participation in conference calls, videoconference, Quality Assurance Surveys, and monitoring activities that Travel Oregon may require.

### Insurance Requirements

Prior to execution of any contract, a Contractor must provide proof of current insurance coverage for an awarded contract as required by Travel Oregon. A Contractor must maintain the required insurance coverage throughout the duration of an awarded contract. The standard insurance requirements are indicated in Exhibit B of Contract. Insurance requirements may be negotiated based on the risk level of an awarded contract. Contractor shall provide copies of insurance certificate(s) as part of this application.

### Confidentiality

Travel Oregon is a semi-independent agency of the State of Oregon. It is understood that proposals may contain confidential information relating to previous client strategies, goals, and results. Any materials submitted to Travel Oregon, including proposals, documents, correspondence, or other materials, may be subject to Oregon Public Records Law. Proposals and accompanying materials submitted will also be reviewed by the cross-jurisdictional Advisory Committee. Travel Oregon cannot guarantee confidentiality of any materials received. Whether documents or any portion of a document submitted as part of a proposal may be exempt from disclosure may depend upon official or judicial determinations made pursuant to the Public Records Law. As a result, proposers are advised to consult with legal counsel regarding disclosure issues. If there are any elements of application materials that the applicant or respondent believes are exempt from Oregon public records law, applicant must identify those

materials or elements of application they believe to be exempt and provide a brief explanation. Please be advised that applicant identification of materials, in whole or in part, as exempt from Oregon public records law does not ensure materials will be treated as exempt or supersede official or judicial determination.

#### Other Considerations

Material Rights/Ownership: Materials developed and produced by contractors pursuant to the Public and Media Relations work identified here or as a result of contracting with Travel Oregon is directly owned by Travel Oregon. Materials may not be repurposed or republished by Contractor, their employees, or sub-contractors in whole or in part without expressed written consent from Travel Oregon.

Acceptance/Rejection of Proposals: Travel Oregon reserves the right, at its sole discretion, to reject any application proposals or materials received that do not meet the stated criteria or include the required elements identified in this document to the satisfaction of Travel Oregon.

RFP Questions/Clarifications: Questions regarding the RFP process must be emailed to [rfp@traveloregon.com](mailto:rfp@traveloregon.com). All posed questions and Travel Oregon responses will be published to <https://industry.traveloregon.com/about/careers/rfps/>.

Cost for Preparation of Proposals: Travel Oregon is not responsible under any circumstances for any costs incurred as the result of the preparation or submission of the respondent's proposals.

Equal Opportunity: Travel Oregon encourages minority and women-owned businesses to submit proposals in response to this RFP. Oregon companies and entities are strongly preferred.



## SECTION 2: REQUIREMENTS FOR PUBLIC AND MEDIA RELATIONS PROPOSAL MATERIALS

### Applicant Materials Submittal Requirements

An applicant will not receive a contract award under this RFP unless the Advisory Committee and Travel Oregon determine that the applicant meets the requirements described in Section I of this RFP and demonstrates to the Advisory Committee and Travel Oregon's satisfaction that the applicant can perform the proposed services. Applicant's ability to perform the proposed services to the satisfaction of the Advisory Committee and Travel Oregon will be assessed based on the responses provided by the applicant as identified in Section 3 of this RFP.

All materials must be received no later than 5 p.m. PST (03/25/2022) to be considered. All proposals and accompanying materials must be submitted in electronic form via email. Time of receipt will be determined by Travel Oregon and will be finalized when material is received by Travel Oregon.

When submitting application materials electronically, applicants must submit one electronic copy to: [rfp@traveloregon.com](mailto:rfp@traveloregon.com) Attn: Gracia Camizzi

## SECTION 3: PROPOSAL QUALIFICATIONS, WORK SAMPLES & SERVICES

### SUPPLEMENTAL QUESTIONS AND REQUIRED MATERIALS FOR PERSONS APPLYING FOR PUBLIC AND MEDIA RELATIONS

In order to be considered, submissions must be complete and include the following:

1. Cover letter (not to exceed one page): A dated cover letter describing the proposer's background, clients, experience, and specific areas of expertise in relation to the scope of work outlined. Include number of years in business and scope of general services provided to clients. Please include professional affiliation with any industry media groups. The letter must be signed by an official who has authority to enter into a service agreement on behalf of the firm.
2. Experience (not to exceed 10 pages): Detailed description of the proposer's background, experience, and specific areas of expertise in relation to the following, providing work and writing samples as appropriate:
  - a. Generating positive media coverage for a destination (not a property). Please include at least one example of previous work, including project description, strategy, tactics and results, along with a list of national media outlets you were able to secure to support the program.
  - b. Coordinating desk-side media tours. Include at least one example of previous work, including project description, strategy, tactics and results. (NOTE: This tactic may be a separate body of work. Travel Oregon may consider a separate agency for this component should the selected agency not have employees based in key media cities of New York, San Francisco, Los Angeles and/or Chicago: \$40,000 for this portion of contract work).
  - c. Knowledge of Oregon as a destination. Demonstrate knowledge of the state and/or articulate how the firm would become familiar with Oregon, including specific steps and a timeline.
  - d. Demonstrated understanding of the economic impacts of tourism and the tourism economy's value to the state of Oregon.
  - e. Measurement methodologies that show clear qualitative results and ROI.
  - f. Examples of connections/relationships with local publications and outlets across the state as well as travel media in the key media markets of New York, San Francisco, Los Angeles and Chicago.
  - g. Other experience: Please include any other strengths and/or perspectives that the respondent brings to this scope of work.
3. Strategy (not to exceed two pages): Based on program goals and an annual budget not to exceed \$250,000, outline a program of work you propose and how you would measure success.
4. Key personnel (not to exceed one page per biography): Provide a professional biography or summary for the personnel who will be assigned to Travel Oregon, including subcontractors. Include any accreditation, license or special training related to services requested. Principal(s), project manager, day-to-day contact person, and additional team members must be identified. Discuss their roles in relation to the work required.
5. Fees/value & proposed budget (not to exceed one page):

- a. Include a proposed budget not to exceed \$250,000 for FY 2022-2023. Budget should include all anticipated fees and expenses and provide a breakdown of key projects, initiatives and staffing requirements.
  - b. Outline fees and/or hourly rates for personnel who will be assigned to the Travel Oregon account. Identify any incidental reimbursable fees or expenses.
  - c. Please explain the respondent's billing and cost-accountability systems.
  - d. List any cost savings and/or added value proposals offered.
6. Links to portfolio/comparable work (not to exceed one page): Share links or provide work samples to comparable digital assets produced by key personnel and describe their role in developing assets.
7. References: Using Form F, provide, a list of at least three business references for which the firm has provided similar services. Include a contact name, organization's name, email, web address, phone number and relationship for each reference.

# SECTION 4: PROPOSAL FORMS AND EXHIBITS

## FORM A PUBLIC AND MEDIA RELATIONS PROPOSAL COVER SHEET

Refer to the respective question number on all additional pages used for your application. When possible, use the application format. Check your application carefully to make sure you have submitted all required information and materials. Incomplete applications may be disqualified.

1. Applicant's Name (if applying as a business, use registered business name):

\_\_\_\_\_

2. Primary Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

3. Business Address:

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

4. Mailing Address (if different than above):

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

5. Telephone #: \_\_\_\_\_ Fax#: \_\_\_\_\_

6. E-mail Address: \_\_\_\_\_

7. Name and title of the person(s) authorized to represent the Applicant in any negotiations and sign any Contract that may result:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

8. Statement of acceptance of the terms and conditions contained in the Application:

I hereby acknowledge and agree that I have read and understand all the terms and conditions contained in the Application.

I hereby agree to use recyclable products to the maximum extent economically feasible in the performance of the work set forth in this Application. I certify that, to the best of its knowledge, there exists no actual or potential conflict between the business or economic interests of Applicants, its employees, or its agents, on the one hand, and the business or economic interests of the State, on the other hand, arising out of, or relating in any way to, the subject matter of the RFP. Proposer shall provide prompt written notification to the State of any change occurring with respect to Applicant's business or interests which is reasonably likely to result in (or has resulted in) an actual or potential conflict between the

business or economic interests of the Applicant and those of the State, arising out of, or relating in any way to, the subject matter of the RFP.

In its notice, Applicant will describe the nature of such actual or potential conflict of interest or remuneration in question in reasonable detail.

I certify that the information I have provided is correct. I understand that any misrepresentations or incorrect information provided to Travel Oregon can result in disqualification of my application.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

FORM B  
SERVICE RATES

The Applicant agrees that the rates charged to Travel Oregon for services shall not exceed the Applicant's normal and customary rates for comparable services.

Please include your all-inclusive hourly rates for all employees who will provide work on the Public and Media Relations including meetings, consultation, presentations including traveling expenses. If there are different rates for one type of work or another, please add additional information as appropriate:

1. Hourly or flat rate: \$\_\_\_\_\_ (Location of services within 50 miles of applicant's business or residence)
2. Hourly or flat rate: \$\_\_\_\_\_ (Location of services outside of 50 miles of applicant's business or residence)
3. Hourly or flat rate: \$\_\_\_\_\_ (Other services, indicate type here:\_\_\_\_\_)

Please include subcontractor all-inclusive rates including travel expenses for services pursuant to Public and Media Relations work:

1. Hourly or flat rate: \$\_\_\_\_\_ (Location of services within 50 miles of subcontractor's business or residence)
2. Hourly or flat rate: \$\_\_\_\_\_ (Location of services outside of 50 miles of subcontractor's business or residence)
3. Hourly or flat ate: \$\_\_\_\_\_ (Other services, indicate type here:\_\_\_\_\_)

Travel Oregon reserves the right to negotiate rates prior to an awarded contract. If Travel Oregon and Contractor cannot agree upon an hourly rate, Travel Oregon may determine not to issue a contract to the Contractor or may impose additional restrictions relative to services identified in Contract Statement of Work.

FORM C  
DECLARATION of COMPLIANCE with TAX LAWS

I, [redacted] (Authorized Agent of Applicant), representing [redacted] (hereafter "Applicant"), hereby declare and say:

1. I am an authorized agent of the Applicant, and I have full authority from the Applicant to submit this declaration and accept the responsibilities stated herein.
2. I have knowledge regarding Applicant's payment of taxes, and to the best of my knowledge, Applicant is not in violation of any Oregon tax laws, including, without limitation, ORS 305.620 and ORS chapters 316, 317 and 318.
3. Applicant shall provide written notice to Travel Oregon within two business days of any change to the Applicant's status of tax law compliance.

I declare under penalty of perjury that the foregoing is true and correct.

\_\_\_\_\_  
Authorized Agent's Signature

Date: \_\_\_\_\_

FORM D  
ANTI-DISCRIMINATION CERTIFICATION

By my signature, I certify that I am authorized to act on behalf of Applicant in this matter and that, pursuant to ORS 279A.110, Applicant has not discriminated and will not discriminate against a subcontractor in awarding a subcontract because the subcontractor is a disadvantaged business enterprise, a minority-owned business, a woman-owned business, a business that a service-disabled veteran owns or an emerging small business.

I declare under penalty of perjury that the foregoing is true and correct.

\_\_\_\_\_  
Authorized Agent's Signature

Date: \_\_\_\_\_



FORM E  
CERTIFICATION OF DISADVANTAGED BUSINESS

Applicant certifies that it [*check one*] is \_\_\_ is not \_\_\_ certified by the Certification Office for Business Inclusion and Diversity (COBID) under ORS 200.055 as a disadvantaged business enterprise, a minority-owned business, a woman-owned business, a business that a service-disabled veteran owns or an emerging small business. If Applicant is COBID-certified, it further certifies that Applicant is certified by COBID as [*check all that apply*]:

- A disadvantaged business enterprise \_\_\_\_\_
- A minority-owned business \_\_\_\_\_
- A woman-owned business \_\_\_\_\_
- A business that a service-disabled veteran owns \_\_\_\_\_
- An emerging small business \_\_\_\_\_

If Travel Oregon awards this contract to Applicant, Applicant certifies that it will provide the name(s) of any subcontractor that Applicant intends to utilize in the performance of this contract that is certified by COBID under ORS 200.055 as a disadvantaged business enterprise, a minority-owned business, a woman-owned business, a business that a service-disabled veteran owns, or an emerging small business.

SELF-CERTIFICATION

Applicant self-certifies that it [*check one*] is \_\_\_ is not \_\_\_ as a disadvantaged business enterprise, a minority-owned business, a woman-owned business, a business that a service-disabled veteran owns or an emerging small business.

- A disadvantaged business enterprise \_\_\_\_\_
- A minority-owned business \_\_\_\_\_
- A woman-owned business \_\_\_\_\_
- A business that a service-disabled veteran owns \_\_\_\_\_
- An emerging small business \_\_\_\_\_

FORM F  
REFERENCES

Please include at least 3 references from current or former clients for similar projects performed in order of most recent experience. References must verify the quality of previous, related Work. This may include references from the tribal community.

Travel Oregon may check to determine if references provided support Applicant's ability to comply with the requirements of this RFP. Travel Oregon may use references to obtain additional information or verify any information needed. Travel Oregon may contact any reference (submitted or not) to verify Applicant's qualifications.

Reference 1

Applicant's Name: \_\_\_\_\_

Reference Entity: \_\_\_\_\_

Reference Contact Name: \_\_\_\_\_

Relationship to Proposer: \_\_\_\_\_

Contact Telephone Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Services Provided: \_\_\_\_\_

Service Dates: \_\_\_\_\_ to \_\_\_\_\_

Reference 2

Proposer Name: \_\_\_\_\_

Reference Entity: \_\_\_\_\_

Reference Contact Name: \_\_\_\_\_

Relationship to Proposer: \_\_\_\_\_

Contact Telephone Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Services Provided: \_\_\_\_\_

Service Dates: \_\_\_\_\_ to \_\_\_\_\_

Reference 3

Proposer Name: \_\_\_\_\_

Reference Entity: \_\_\_\_\_

Reference Contact Name: \_\_\_\_\_

Relationship to Proposer: \_\_\_\_\_

Contact Telephone Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Services Provided: \_\_\_\_\_

Service Dates: \_\_\_\_\_ to \_\_\_\_\_

EXHIBIT A  
STANDARD INSURANCE REQUIREMENTS

Contractor shall obtain at Contractor's expense the insurance specified in Contract prior to performing services under contract and shall maintain it in full force and at its own expense throughout the duration of the Contract, as required by any extended reporting period or tail coverage requirements, and all warranty periods that apply. Contractor shall obtain the following insurance from insurance companies or entities that are authorized to transact the business of insurance and issue coverage in State and that are acceptable to Travel Oregon. Coverage shall be primary and non-contributory with any other insurance and self-insurance, with the exception of Professional Liability and Workers' Compensation. Contractor shall pay for all deductibles, self-insured retention, and self-insurance, if any.

Travel Oregon reserves the right to negotiate insurance limits prior to award based on the level of risk of the contract.

a. WORKERS COMPENSATION.

Required       Not required

All employers, including Contractor, that employ subject workers, as defined in ORS 656.027, shall comply with ORS 656.017 and shall provide workers' compensation insurance coverage for those workers, unless they meet the requirement for an exemption under ORS 656.126(2). Contractor shall require and ensure that each of its subcontractors complies with these requirements.

b. COMMERCIAL GENERAL LIABILITY.

Required       Not required

General Liability insurance with a combined single limit, or the equivalent, of not less than \$2,000,000 each occurrence for Bodily Injury and Property Damage. It shall include contractual liability coverage for the indemnity provided under this Contract. It shall provide that the State of Oregon, Department of Justice and their divisions, officers and employees are Additional Insureds but only with respect to the Contractor's Services to be provided under this Contract.

c. AUTOMOBILE Liability Insurance: Automobile Liability.

Required       Not required

Automobile Liability Insurance with a combined single limit, or the equivalent, of not less than stated in the Oregon Financial Responsibility Law (ORS 806.060) is required.

d. EXCESS/UMBRELLA INSURANCE.

A combination of primary and excess/umbrella insurance may be used to meet the required limits of insurance.

ADDITIONAL INSURED. The Commercial General Liability insurance and Automobile liability insurance required under this Contract must include an additional insured endorsement specifying the State of Oregon, its officers, employees, and agents as Additional Insureds, including additional insured status with respect to liability arising out of ongoing operations and completed operations, but only with respect to Contractor's activities to be performed under this Contract. Coverage shall be primary and non-contributory with any other insurance and self-insurance. The Additional Insured endorsement with respect to liability arising out of your ongoing operations must be on ISO Form CG 20 10 07 04 or equivalent and the Additional Insured endorsement with respect to completed operations must be on ISO form CG 20 37 04 13 or equivalent.

"TAIL" COVERAGE. If any of the required insurance is on a claims made basis and does not include an extended reporting period of at least 24 months, Contractor shall maintain either tail coverage or continuous claims made liability coverage, provided the effective date of the continuous claims made coverage is on or before the effective date of this Contract, for a minimum of 24 months following the later of (i) Contractor's completion and Travel Oregon's acceptance of all Services required under this Contract, or, (ii) Travel Oregon or Contractor termination of contract, or, iii) The expiration of all warranty periods provided under this Contract.

#### CERTIFICATE(S) AND PROOF OF INSURANCE.

Contractor shall provide to Travel Oregon Certificate(s) of Insurance for all required insurance before delivering any Goods and performing any Services required under this Contract. The Certificate(s) shall list the State of Oregon, its officers, employees, and agents as a Certificate holder and as an endorsed Additional Insured. If excess/umbrella insurance is used to meet the minimum insurance requirement, the Certificate of Insurance must include a list of all policies that fall under the excess/umbrella insurance. As proof of insurance Travel Oregon has the right to request copies of insurance policies and endorsements relating to the insurance requirements in this Contract.

#### NOTICE OF CHANGE OR CANCELLATION:

The contractor or its insurer must provide at least 30 days' written notice to Travel Oregon before cancellation of, material change to, potential exhaustion of aggregate limits of, or non-renewal of the required insurance coverage(s).

#### INSURANCE REQUIREMENT REVIEW:

Contractor agrees to periodic review of insurance requirements by Travel Oregon under this agreement and to provide updated requirements as mutually agreed upon by Contractor and Travel Oregon.

#### STATE ACCEPTANCE:

All insurance providers are subject to Travel Oregon acceptance. If requested by Travel Oregon, Contractor shall provide complete copies of insurance policies, endorsements, self-insurance documents and related insurance documents to Travel Oregon's representatives responsible for verification of the insurance coverages required under this Section 4.

EXHIBIT B  
CHECKLIST  
(FOR CONTRACTOR'S OPTIONAL USE)

All forms listed in the Section are required to be submitted for consideration of an application.

- Form A: Application Cover Sheet
- Form B: Services Rates
- Form C: Declaration of Compliance with Tax Laws
- Form D: Anti-discrimination Certification
- Form E: Certification of Disadvantaged Business
- Form F: References
- Proof of Insurance
- Supplemental Questions, if any

Checklist Disclaimer

This checklist is provided only as a courtesy to prospective Applicant. Travel Oregon makes no representation as to the completeness or accuracy of any Checklist. Prospective Applicant is solely responsible for reviewing and understanding the RFP and complying with all the requirements of this RFP, whether listed in a checklist or not. Neither the State nor Travel Oregon is liable for any claims, or subject to any defenses, asserted by Applicant based upon, resulting from, or related to, Proposer's failure to comprehend all requirements of this RFP.

Note: Incomplete Applications

The Applicant is responsible for all information contained in this application. Please read all information and instructions carefully before submitting your application. Incomplete applications will be delayed and may be disqualified and will not be returned as incomplete.