

Appeal No.: OPA-PA-25-002

**PURCHASING
AGENCY'S
EXHIBIT
LIST**

VOL. I

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8 *Guam Visitors Bureau*

9 **BEFORE THE OFFICE OF PUBLIC ACCOUNTABILITY**

10 IN THE APPEAL OF

11 GLIMPSES OF GUAM, INC.,

12 Appellant.

13 Appeal No. OPA-PA-25-002

14 **PURCHASING AGENCY'S
15 EXHIBIT LIST**

16 COMES NOW, Appellee, Guam Visitors Bureau ("GVB"), by and through its legal counsel,
17 and hereby submits its exhibit list in the above-captioned matter, as follows:

18 Exhibit	Description	Page No.
19 A	GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services.	GVB0001-GVB0047
20 B	Request/Approval to Proceed with Solicitation: timeline/ad info/determination	GVB0048-GVB0052
21 C	Published Ad in Guam Daily Post	GVB0053
22 D	Distribution List of Potential Offerors	GVB0054-GVB0055
23 E	Amendment No. 2 – Supersedes and replaces previous RFP to correct due date	GVB0115-GVB0157
24 F	GVB Response to Questions	GVB0158-GVB0183
25 G	Past Performance Questionnaires Received for Potential Offerors	GVB0199-GVB0236
26 H	Evaluations: Sign in Sheet/COI Disclosures/Evaluator Scores/Summary/Tally Sheet	GVB0239-GVB0282
27 I	Notice of Intent to award to RIMS – emailed to all participants at 9:14 a.m.	GVB0283-GVB0298
28 J	Negotiations (sing in log/summary/follow up letter to RIMS)	GVB0299-GVB0307
	Negotiations (continued) – sign in log/summary/emailed communications	GVB0324-GVB0341

L	Notice of Procurement Protest received at 3:24 p.m. from Berman Law firm on behalf of Glimpses	GVB0342-GVB0355
M	Letter to RIMS re Notice to Stay in Procurement Due to Proest	GVB0356
N	Determination of Substantial Interest endorsed by AG; copy forwarded to OPA	GVB0365-GVB0392
O	Letter sent to Marcos Fong, Glimpses & Daniel Berman re Notice of Determination of Award Without Delay	GVB0393-GVB0655
P	RIMS Response to Price Proposal Adjustment requested by GVB	GVB0656-GVB0667
Q	Contract Signed by all parties	GVB0669-GVB0691
R	RIMS Submissions	GVB0697-GVB0786
S	Glimpses Submissions	GVB0787-GVB0877
T	OPA-PA-25-002 Notice of Receipt of Appeal and GVB Notice of Appeal letter to RIMS	GVB1188-GVB1201
U	GVB RFP No. 2025-002 Decision Denying Protest	GVB1202-GVB1206
V	GVB Board Meeting Minutes September 7, 2024, to March 31, 2025	GVB1207-GVB1261
W	GVB Industry Update December 23, 2024, to May 2, 2025	GVB1262-GVB1975

GVB reserves the right to supplement this list as necessary and to use any exhibits listed by the Appellant. GVB further reserves the right to use the Procurement Record.

RESPECTFULLY SUBMITTED THIS 16th day of May, 2025.

McDONALD LAW OFFICE, LLC
Attorneys for Purchasing Agency
Guam Visitors Bureau

By: 
CHARLES H. MCDONALD II



REQUEST FOR PROPOSAL

INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

GVB RFP NO. 2025-002



GUAM VISITORS BUREAU REQUEST FOR PROPOSAL	
RFP Number: GVB RFP NO. 2025-002	RFP Title: INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES
RFP Due Date and Time: January 17, 2025; 12:00 p.m. ChST	Number of Pages: 40; inclusive of the required affidavits/acknowledgements. Available online at https://go.opengovguam.com/bids/bids_list/gvb
ISSUING AGENCY INFORMATION	
GUAM VISITORS BUREAU	Issue Date: December 27, 2024
GERALD S.A. PEREZ Acting President and CEO	401 Pale San Vitores Road Tumon, Guam 96913 Phone: (671) 646-5278 Fax: (671) 646-8861 Website: www.guamvisitorsbureau.com
INSTRUCTIONS TO OFFERORS	
DELIVERY OF PROPOSAL By U.S. Mail or Deliver Only to the attention of: GERALD S.A. PEREZ Acting President and CEO Guam Visitors Bureau 401 Pale San Vitores Road Tumon, Guam 96913	MARK FACE OF ENVELOPE/PACKAGE: RFP Title: INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES RFP Number: GVB RFP 2025-002 RFP Due Date: January 17, 2025; 12:00 p.m. ChST SPECIAL INSTRUCTIONS: Mark "Confidential RFP Document" on envelope and in accordance with Section 1.7 of the RFP
IMPORTANT: SEE TERMS AND CONDITIONS AUTHORIZED OFFEROR MUST COMPLETE THE FOLLOWING	
OFFEROR NAME/MAILING ADDRESS:	AUTHORIZED OFFEROR SIGNATORY: (Please print name and sign in ink)
OFFEROR TITLE:	OFFEROR EMAIL ADDRESS:
OFFEROR TELEPHONE NUMBER:	OFFEROR FAX NUMBER:
OFFERORS MUST RETURN THIS COVER SHEET WITH RFP RESPONSE	



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U.S. DOL Wage Listing [attached separately]



OFFEROR'S RFP CHECKLIST

The 10 Most Critical Things to Keep in Mind When Responding to an RFP for GVB

1. **Read the entire document.** Note critical items such as: mandatory requirements; supplies/services required; submittal dates; number of copies required for submittal; contract requirements.
2. **Note the procurement officer's name, address, phone numbers, and e-mail address.** This is the only person you are allowed to communicate with regarding the RFP and is an excellent source of information for any questions you may have.
3. **Attend the pre-proposal conference** if one is offered. These conferences provide an opportunity to ask clarifying questions, obtain a better understanding of the project, or to notify GVB of any ambiguities, inconsistencies, or errors in the RFP.
4. **Take advantage of the "question and answer" period.** Submit your **written** questions to the procurement officer by the due date listed in the Schedule of Events and view the answers given. Should an addendum be required, GVB will issue a formal "addendum" for the RFP. All addenda issued for an RFP are posted on GVB's website.
5. **Follow the format required in the RFP** when preparing your response. **Provide point-by-point responses to all sections in a clear and concise manner. Submitted proposal must signed by the person authorized to bind/contract (see page 2 of this RFP). Provide complete answers/description.** Read and answer all questions and requirements. Don't assume GVB or evaluation committee will know what your company capabilities are or what items/services you can provide, even if you have previously contracted with GVB. The proposals are evaluated based solely on the information and materials provided in your response.
6. **Use the forms provided, i.e., cover page, "ALL" Affidavit forms, etc. – NOTE:** all affidavits must be notarized.
7. **Check the GVB website for RFP addenda.** Before submitting your response, check the GVB website at www.guamvisitorsbureau.com to see whether any addenda were issued for the RFP. If so, you must submit a signed copy of the addendum for each addendum issued along with your RFP response.
8. **Review and read the RFP document again** to make sure that you have addressed all requirements. Your original response and the requested copies must be identical and be complete. The copies are provided to the evaluation committee members and will be used to score your response.
9. **Submit your response on time.** Note all the dates and times listed in the Schedule of Events and within the document and be sure to submit all required items on time. Late proposal responses are **never** accepted.
10.

This checklist is provided for assistance only and should not be submitted with the Offeror's Response.



SCHEDULE OF EVENTS

INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES
GVB RFP 2025-002

<u>DATE</u>	<u>EVENT</u>
December 27, 2024 (FRI)	RFP Issue Date/Public Announcement RFP packets available at GVB website or GVB office at 401 Pale San Vitores Road, Tumon
January 2, 2025 (THU)	12:00 p.m. Deadline to submit written questions *GVB response will be provided directly to all registered participants via email and posted on in the procurement website
January 17, 2025 (FRI)	12:00 p.m. RFP submission deadline





INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

The Guam Visitors Bureau (GVB), a public, non-stock, non-profit membership corporation, issues this Request for Proposal ("RFP") soliciting proposals from established individuals or companies to provide services as outlined in the Scope of Work for GVB RFP 2025-002 INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES.

The project shall begin with the contract signing date as the start date through September 30, 2025, for the remainder of FY2025, with the option to renew for up to two (2) fiscal years, subject to the availability of funds.

RFP packages can also be downloaded at no cost from the GVB website at https://go.opengovguam.com/bids/bids_list/gvb or obtained (in USB format) at the GVB Office, 401 Pale San Vitores Road, Tumon, Guam, 8:00 a.m. – 5:00 p.m., Monday – Friday, excluding Guam holidays. A non-refundable \$25.00 fee is required for each packet picked up at the GVB office payable in US\$ cash, bank wire transfer or major credit card (Visa, MasterCard, Discover, JCB).

Questions, if any, should be made in writing to the President and CEO, which can be dropped off at the GVB office; emailed to procurement@visitguam.com; or sent by fax to 646-8861 according to the timeline provided in the RFP.

GVB hereby notifies all bidders that it will affirmatively ensure that minority business enterprises will be afforded full opportunity to submit a response to this request for proposal and will not be discriminated against on the grounds of race, color or national origin in consideration for an award.

GVB reserves the right to reject any or all proposals, waive any imperfection in the proposal, or cancel this solicitation all according to law in the interest of the bureau. Direct or indirect contact with GVB Management or Staff, Board Members, or any person participating in the selection process is prohibited.

The deadline for submission of proposals is no later than 12:00 p.m. (Chamorro Standard Time) on Friday, January 17, 2025.

/s/ GERALD S.A. PEREZ
Acting President and CEO

SECTION 1 REQUEST FOR PROPOSALS OVERVIEW

1.0 Intent

The Guam Visitors Bureau (GVB) is seeking visionary businesses to play a pivotal role in establishing the island as a premier destination in the Asia-Pacific region. We are looking for partners who can:

- Elevate Guam’s global brand identity by showcasing the rich CHamoru culture—a tapestry of history, traditions, and vibrant expression.
- Highlight the island’s pristine natural beauty, from its crystal-clear waters and lush landscapes to its unspoiled ecosystems.
- Harness Guam’s strategic location to create and host world-class events that draw international acclaim.

Key Goals

1. Cultural Preservation & Promotion
 - a. Highlight the CHamoru culture through cultural festivals, culinary events, and educational campaigns.
 - b. Partner with local artisans, performers, and historians to ensure authenticity.
2. Tourism Development Through Events
 - a. Organize flagship events like international sports competitions, cultural expos, and eco-tourism summits.
 - b. Use Guam’s beaches and heritage sites as iconic venues for global and regional gatherings.
3. Strategic Brand Positioning
 - a. Position Guam as America in Asia, leveraging its geopolitical significance and accessibility.
 - b. Focus on themes of adventure, relaxation, and cultural immersion in marketing efforts.
4. Sustainability and Community-Centric Growth
 - a. Ensure that events and branding initiatives align with sustainable tourism practices.
 - b. Actively involve local communities to foster pride and shared responsibility.
5. Digital Marketing & Storytelling
 - a. Use social media campaigns, video storytelling, and influencer partnerships to amplify Guam’s visibility.
 - b. Develop a strong digital presence showcasing Guam’s cultural uniqueness and event offerings.

The contractual obligation of both parties shall be for three consecutive fiscal years, commencing upon award through September 30, 2025 for FY2025 with the option to renew through FY2028, subject to fiscal year-end performance reviews, availability and certification of funds from fiscal year to fiscal year.

1.1 Scope of Work

This initiative emphasizes fostering deep community engagement, preserving Guam’s heritage, and promoting sustainable growth in line with the island’s core values and environmental stewardship. GVB needs a business equipped with expertise, creativity, and commitment to deliver transformative results to join us in positioning Guam as a world-class destination that resonates with global audiences while honoring its unique essence.

Communications & Advertising Scope of Work

1. Provide full agency services, including marketing and communications consultation and planning, public relations, communications expertise, creative development, account management, production management, event management, media planning, procurement and analysis, stakeholder communications and execution of projects.
2. Develop an overall strategy for advertising and promotions communicating GVB’s core message. The Agency should provide imaginative ideas and recommendations to assist GVB.
3. Develop marketing tactics to include industry and community buy-in for Guam’s recovery strategies.
4. Provide strategic input, creative development, account management, media planning and buying and program implementation on all media campaigns.
5. Provide strategic counsel around the integration and development of current and potential marketing channels (including, but not limited to, on-site, publications, marketing collateral materials, events, on-line, (SNS) social networking services e.g., Instagram, Twitter, Facebook, YouTube, etc., direct mail).
6. Develop crisis communications strategy and escalation processes for acute and large-scale emergency situations. Provides strategic counsel for GVB and Guam in overcoming any potential negative perception of Guam as a safe, secure visitor destination.
7. Encompass marketing objectives with community stakeholder objectives and initiatives such as the partnerships developed with the village mayors, Guam Hotel & Restaurant Association, University of Guam, Guam Community College, Tourism Education Council, Guam Chamber of Commerce, Japan Guam Travel Association, Korea Guam Travel Association. and high school tourism clubs.

Metrics & Reporting

1. Provide a communications plan with budget projections and activities with clearly indicated Key Performance Indicators (KPIs).

2. Manage all daily activities through GVB's customer relationship management system. Draft monthly report that includes any and all success in product development, product placement, industry outreach, media and public relations, and other activities.
3. Provide weekly reports to include but not limited to work performed, contacts, media buys, trade activities, marketing campaigns, and press coverage due on the Monday of each week.
4. Provide a summary report at the end of the contract term.
5. Ensure proper and accurate representation of CHamoru culture, traditions, and arts.

Events Support Scope of Work

1. Accounting/Administration/Media
 - a. Development and management of event budget (provide GVB with regular budget/accounting updates)
 - b. Management of third-party goods and services as requested and approved by GVB
 - c. Organize and lead weekly work in progress update meetings with GVB
 - d. Produce meeting minutes/summary
 - e. Coordinate placement of all advertising
2. Event Management Services
 - a. Identify vendor and coordinate stage design and building
 - b. Coordinate lighting and stage décor, electrical requirements for the event, tents; all sound and lighting requirements and LED screen usage
 - c. Coordinate, assist and secure all event vendors (food, beverage, arts, crafts, etc.)
 - d. Secure all permits (road closure DPW, assembly, fire, etc.) needed for successful execution of event
 - e. Manage BBQ contest, recruiting participants, coordinate with MCA for criteria, judging, integration into overall event program, trophies, meat sponsor, etc.
 - f. Identify and manage vendors (set up/breakdown)
 - g. Public safety coordination (GPD/GFD) and development of traffic control plan
 - h. Develop and manage event program to include contests, participants and entertainment
 - i. Identify and hire event team to assist with logistical requirements of event
 - j. Coordinate volunteer meals
 - k. Clean-up of area post-event, removal of garbage, etc.
 - l. Secure venue
 - m. Manage admission, registration, packet pickup, etc.
3. Sponsorship Solicitation
 - a. Develop sponsorship packet
 - b. Develop sponsorship agreement

- c. Develop and manage sponsorship program (materials coordination, tracking sheet, solicitation of sponsors, administrative support)
 - d. Manage sponsor relationships
4. Marketing, Creative, Public Relations and Social Media Service
- a. Develop overall look and feel for event promotional materials
 - b. Provide working files to GVB for dissemination to overseas offices
 - c. Develop and produce all event promotional materials
 - d. Develop and produce advertising campaign to support awareness of event
 - e. Manage printing of all promotional/event signage materials
 - f. Coordinate event photographer/videographer
 - g. Design event shirts
 - h. Develop and manage public relations/publicity plan (press conference, press releases, media interviews, notices, event coverage)
 - i. Develop and manage social media plan (ad development and coordination, posting schedule and content development, live recordings).

1.2 RFP Process

It is in the best interest of the Offeror to register online and download the complete RFP solicitation packet at https://go.opengovguam.com/bids/bids_list/gvb; or by registering at GVB if the packet is obtained at the GVB office at 401 Pale San Vitores Road, Tumon, Guam 96913.

All inquiries pertaining to this RFP are to be addressed to the President and CEO, acting in the capacity of the Chief Procurement Officer, Guam Visitors Bureau, 401 Pale San Vitores Road, Tumon, Guam 96913. From the date of issuance of this RFP until the award of any contract, Prospective Offerors are not permitted to contact GVB Board of Directors, management, employees, and/or the Selection Committee related to this solicitation, except as provided for in these instructions. Offerors who violate this requirement will be disqualified.

The President and CEO or designee(s) will coordinate all questions through GVB Procurement and will respond in writing. The President and CEO may also be contacted at (671) 646-5278, or via email at procurement@visitguam.org. If an addendum is required, it will be issued and posted on the GVB procurement website.

If it becomes necessary to revise or amend any part of this RFP, GVB will publish a revision by written addendum on its website and notify all prospective Offerors who have registered. Offerors will be responsible for adhering to the requirements of any addenda to this RFP.

GVB hereby notifies all offerors that it will affirmatively ensure that in any contract entered into pursuant to this solicitation, minority business enterprises will be afforded full opportunity to submit a response to this request for proposal and will not be discriminated against on the grounds of race, color or national origin in consideration for an award.

The right is reserved to reject any or all proposals or bids, waive any imperfection in the bid proposal or cancel this solicitation all according to law in the interest of GVB.

Offerors are to rely, for information regarding this RFP, on the RFP itself and information provided by the President and CEO as indicated in the introduction to this RFP. GVB is not responsible for any misinformation received from other sources.

The responsibility for submitting a response to this RFP on or before the stated time and date will be solely and strictly that of the Offeror. GVB will in no way be responsible for delays caused by the U.S. Post Office, courier services, or by any entity or by any occurrence.

By submitting a Proposal, the Offeror agrees to accept and abide by the terms of this RFP. GVB reserves the right to reject any or all submittals, to waive any informality or irregularity, and to accept any submittals which it may deem to be in the best interest of GVB and the territory.

1.3 RFP Submission Criteria

- A. Each Offeror shall submit five (5) complete sets of the written proposal: one (1) marked "ORIGINAL" and four (4) marked "COPY."
- B. An official authorized to legally bind the Offeror to all RFP provisions contained herein shall sign the proposal cover sheet (see page 2) and a cover letter that agrees to accept and abide by the terms of this RFP. Submittals will be considered incomplete if they do not bear the signature of an agent of the Offeror who is in a position to contractually bind the Offeror.
- C. Terms and conditions differing from those set forth in this RFP may be cause for disqualification of the proposal.
- D. Offeror must designate those portions of their proposal, if any, they believe contain trade secrets or proprietary data which Offeror wants to keep confidential.
- E. Offeror must organize proposal into sections that follow the format of this RFP, with tabs separating each section. A point-by-point response to all numbered sections, subsections and appendices is required. If no explanation or clarification is required in the Offeror's response to a specific subsection, the Offeror shall indicate so in the point-by-point response or utilize a blanket response for the entire section with the following statement: "**(Offeror's Name) understands and will comply.**"

1.4 Requests for Clarification

- A. It is incumbent upon each Offeror to carefully examine all specifications, terms, and conditions contained in the RFP. Any inquiry regarding this solicitation must be made in writing and in accordance with the requirements of this RFP. To be considered, inquiries must be addressed to GVB's point of contact set forth above.

- B. GVB will issue responses to inquiries in writing prior to the date on which proposals are due. GVB will email, airmail, and post on the GVB website said responses to each person recorded as having been furnished with a copy of this RFP, and prospective Offerors are responsible for ensuring that they receive all such responses. To ascertain whether GVB issued such responses with respect to this RFP, prospective Offerors may contact GVB's point of contact as set forth above.
- C. Prospective offers and Offerors should not rely on any representations, statements, or clarifications not made in this RFP or in a formal GVB response. GVB will not be responsible for any oral representation(s) given by any employee, representative, or other individual. The issuance of a written addendum is the only official method by which interpretation, clarification, or additional information can be given.
- D. Prospective Offerors are advised that, from the date of issuance of this RFP until the award of any contract, they are not permitted to contact GVB Board of Directors or employees, and/or the Selection Committee related to this solicitation, except for GVB's designated point of contact as set forth above. Offerors who violate this requirement will be disqualified.

1.5 Schedule of Events

Offerors must abide by the Schedule of Events as indicated on page 7 of this RFP.

1.6 RFP Closing Date

Proposals shall be submitted to GVB no later than **12:00 p.m. Chamorro (Guam) Standard time, January 17, 2025 (FRI)** at 401 Pale San Vitores Road, Tumon, Guam, 96913. Proposals received after this date and time will not be considered.

1.7 Delivery of Proposals

Original submission may be delivered to GVB as follows; or refer to Section 1.3 for electronic submission information.

All proposals shall be sealed and delivered or mailed to:

ATTN: **GERALD S.A. PEREZ**
GVB Acting President and CEO
401 Pale San Vitores Road
Tumon, Guam 96913

Mark package(s): **YOUR COMPANY NAME**
SUBMISSION IN RESPONSE TO
GVB RFP NO. 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES
CONFIDENTIAL DOCUMENT ENCLOSED

Note: Please ensure that if a third-party carrier (Federal Express, Airborne, UPS, USPS, etc.) is used, that it is properly instructed to deliver your proposal only to GVB at the address noted above and that the COVER of the package clearly identifies your company name and solicitation number and title. To be considered, a proposal must be received and accepted by GVB before the RFP closing date and time.

1.8 Offeror's Responsibilities

An Offeror, by submitting a proposal, represents that:

- A. The Offeror has read and understands the RFP in its entirety and that the proposal is made in accordance therewith, and;
- B. The Offeror possesses the capabilities, resources, and personnel necessary to provide efficient and successful service to GVB, and;
- C. Before submitting a proposal, each Offeror shall make all investigations and examinations necessary to ensure that they can comply with the requirements affecting the full performance of the contract and to verify any representations made by GVB upon which the Offeror will rely. If the Offeror receives an award because of its proposal submission, failure to have made such investigations and examinations will in no way relieve the Offeror from its obligations to comply in every detail with all provisions and requirements of the contract, nor will a plea of ignorance of such conditions and requirements be accepted as a basis for any claim by the Offeror for additional compensation or relief.
- D. Failure to comply with instructions on proposal assembly may be subject to point deductions. GVB may also choose not to evaluate, may deem non-responsible, and/or may disqualify from further consideration any proposals that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.

1.9 Conflict of Interest

All Offerors shall complete and have notarized the attached affidavits and disclosure forms of any potential conflict of interest that an Offeror may have due to ownership, other clients, contracts, or interests associated with this RFP.

1.10 Certificates

GVB reserves the right to require proof that the Offeror is an established business and is abiding by the regulations and laws of Guam, such as but not limited to occupational licenses and business licenses.

Offeror shall attach a copy of its business license. Offeror shall include all current licenses, certifications, and any additional documentation that illustrates the Offeror's qualifications to perform the services specified in this RFP.

1.11 Presentations by Offerors

GVB at its sole discretion may ask individual Offerors to make oral presentations and/or demonstrations without charge to GVB.

GVB reserves the right to require any Offeror to demonstrate to the satisfaction of GVB that the Offeror has the requisite ability to properly furnish the services and requirements of this RFP. The demonstration must satisfy GVB and GVB shall be the sole judge of compliance.

Should oral presentations and/or demonstrations be requested, Offeror must be represented by either the CEO/President and/or the Offeror's official company representative for this account. Offeror may not use service of a 3rd party vendor.

Offerors are cautioned not to assume that presentations will be required and should include all pertinent and required information in their original proposal package.

1.12 Award

GVB reserves the right to award the contract to the Offeror that GVB deems to be the best qualified. In addition, GVB at its sole discretion, reserves the right to cancel this RFP, to reject any and all proposals, to waive any and all informalities and/or irregularities, or to re-advertise with either the identical or revised specifications, if it is deemed to be in the best interest of the territory of Guam.

This RFP does not commit GVB to award a contract. GVB shall not be responsible for any cost or expense, which may be incurred by the Offeror in preparing and submitting the proposal called for in this RFP, or any cost or expense incurred by the Offeror prior to the execution of a contract.

1.13 Records and Right to Audit

The Offeror shall maintain such financial records and other records as may be prescribed by GVB or by applicable federal and local laws, rules, and regulations.

1.14 Offeror's Personnel

- A. The Offeror shall comply with all:
 - 1. Federal laws, Local laws, regulations, and labor union agreements governing work hours; and
 - 2. Labor regulations including collective bargaining agreements, workers' compensation, working conditions, fringe benefits, and labor standards or labor contract matters.
- B. The Offeror shall indemnify and hold GVB harmless from all claims arising out of the requirements of this provision. This indemnity includes the Offeror's obligation to defend and/or resolve, without cost to GVB, any claims or litigation concerning allegations that the Offeror or GVB, or both, have

not fully complied with local labor laws or regulations relating to the performance of work required by the contract.

1.15 Termination / Cancellation of Contract

GVB reserves the right to cancel the contract without cause with a minimum thirty (30) days written notice. Termination or cancellation of the contract will not relieve the Offeror of any obligations for any deliverables entered into prior to the termination of the contract (i.e. reports, statements of accounts, etc., required and not received).

Termination or cancellation of the contract will not relieve the Offeror of any obligations or liabilities resulting from any acts committed by the Offeror prior to the termination of the contract.

Termination for Default. GVB shall notify the Offeror in writing of deficiencies or default in the performance of its duties under the contract and the Offeror shall have ten (10) calendar days to correct same or to request, in writing, a hearing. GVB shall hear and act upon same within twenty (20) calendar days from receipt of said request and shall notify the Offeror of said action. The action by GVB shall be either to confirm, in whole or in part, the specified deficiencies or default, or to relieve the Offeror of responsibilities for said deficiencies or default, or find that there are no deficiencies or default, or such action as deemed necessary in the judgment of GVB. Failure of the Offeror to remedy said specified items of deficiency or default in the notice by GVB within ten (10) calendar days of receipt of such notice of such decision, shall result in the termination of the contract, and GVB shall be relieved of any and all responsibilities and liabilities under the terms and provisions of the contract.

1.16 Independent Contractor Relationship

Offeror shall provide the services required herein strictly under a contractual relationship with GVB and is not, nor shall be, construed to be an agent or employee of GVB. As an independent contractor, the Offeror shall pay any and all applicable taxes required by law and shall comply with all pertinent federal and local statutes. Benefits for Offeror, its employees and subcontractors shall be the sole responsibility of the Offeror including, but not limited to, health and life insurance, mandatory social security, retirement, liability/risk coverage, and workers and unemployment compensation.

The Offeror shall hire, compensate, supervise, and terminate members of its work force, and shall direct and control the manner in which work is performed including conditions under which individuals will be assigned duties, how individuals will report, and the hours individuals will perform.

The Offeror shall not be provided special space, facilities, or equipment by GVB to perform any of the duties required by the contract nor shall GVB pay for any business, travel, or training expenses or any other contract performance expenses not specifically set forth in the specifications.

Prior to commencing work, the successful Offeror will be required to sign a written contract incorporating the specifications and terms of the RFP and the response thereto. The contractual obligation of both parties in each fiscal period succeeding the first is subject to the appropriation and availability of funds therefore.

Upon expiration of the final contract term, the President and CEO may have the option to extend contract for a period not to exceed 90 days from the ending term date, or until such time GVB is able to secure a new contract.

1.17 Assignment/Subcontract

The Offeror shall not assign, transfer, convey, sublet, or otherwise dispose of any award or of any of its rights, title, or interests therein, without the prior written consent of GVB. Subcontractors shall be subject to all provisions of the resulting contract. GVB shall approve any requests for assignments and/or subcontracting prior to execution.

1.18 Governing Laws

Except to the extent federal law is applicable, the laws and regulations of Guam shall govern the interpretation, effect, and validity of the RFP and any contract resulting from this RFP. Venue of any court action shall be in Guam. In the event that a suit is brought for the enforcement of any term of the contract, or any right arising there from, the parties expressly waive their respective rights to have such action tried by jury trial and hereby consent to the use of non-jury trial for the adjudication of such suit.

Any dispute arising under or out of this RFP and/or contract is subject to the provisions of Title 2 Guam Administrative Rules and Regulations, Division 4 (Procurement Regulations), Chapter 9 (Legal and Contractual Remedies); Title 5 Guam Code Annotated, Chapter 5 (Guam Procurement Law), Article 9 (Legal and Contractual Remedies); and any other applicable laws, statutes, or regulations.

1.19 Indemnification of GVB

The Offeror shall indemnify, hold harmless, and defend GVB, its officers, agents, and employees from or on account of any claims losses, expenses, injuries, damages, actions, lawsuits, judgments, or liability resulting or arising from Offeror's performance or nonperformance of services pursuant to the contract, excluding any claims, losses, expenses, injuries, damage, or liability resulting or arising from the actions of GVB, its officers, agents, or employees. The indemnification shall obligate the Offeror to defend at its own expense or to provide for such defense, at GVB's option, any and all claims and suits brought against GVB, which may result from Offeror's performance or nonperformance of services pursuant to the contract.

1.20 Modifications Due to Public Welfare or Change in Law

GVB shall have the power to make changes in the contract as the result of changes in law and to impose new rules and regulations on the Offeror under the contract relative to the scope and methods of providing services as shall, from time-to-time, be necessary and desirable for the public welfare. GVB shall give the Offeror notice of any proposed change and an opportunity to be heard concerning those matters. The scope and method of providing services as referenced herein shall also be liberally construed to include, but is not limited to, the manner, procedures, operations and obligations, financial or otherwise, of the Offeror. In the event of any future change in federal or Guam laws, GVB materially alters the obligations of the Offeror, or

the benefits to GVB, then the contract shall be amended consistent therewith. Should these amendments materially alter the obligations of the Offeror, then the Offeror or GVB shall be entitled to an adjustment in the rates and charges established under the contract. Nothing contained in the contract shall require any party to perform any act or function contrary to law. GVB and the Offeror agree to enter into good faith negotiations regarding modifications to the contract, which may be required in order to implement changes in the interest of the public welfare or due to change in law. When such modifications are made to the contract, GVB and the Offeror shall negotiate in good faith, a reasonable and appropriate adjustment for any changes in services or other obligations required of the Offeror directly and demonstrably due to any modification in the contract under this clause.

1.21 Force Majeure

GVB and the Offeror will exercise every reasonable effort to meet their respective obligations as outlined in the RFP and the ensuing contract, but shall not be liable for delays resulting from force majeure or other causes beyond their reasonable control, including but not limited to, compliance with any government law or regulation, acts of God, acts or omissions of the other party, government acts or omissions, fires, strikes, national disasters, wars, riots, transportation problems, and/or any other cause whatsoever beyond the reasonable control of the parties. Any such cause will extend the performance of the delayed obligation to the extent of the delay so incurred.

1.22 Confidential or Proprietary Information

Proposals of Offerors who are not awarded the contract shall not be opened to public inspection but will be part of the official procurement record. After award, the proposal of the Offeror receiving a contract will become available for public inspection. If the Offeror selected for award has requested in writing upon submission of Proposal the non-disclosure of trade secrets or other proprietary data so identified, GVB shall examine the designated information to determine whether such information shall be considered proprietary. If GVB and Offeror are unable to agree as to the disclosure of certain portions of Offeror's proposal, GVB shall inform the Offeror in writing what portion of the proposal will be disclosed and that, unless the Offeror withdraws the proposal, or protests under 5 GCA Article 9 (Legal and Contractual Remedies) of the Guam Procurement Law, the information may be so disclosed. (See also Title 2, Guam Administrative Regulations, Division 4, Section 3114(h)(1)).

1.23 Submission of Fee(s)

The Offeror determined to be best qualified will be notified to submit to GVB, at a time specified by GVB and prior to commencement of negotiations, their fee to perform the required services.

SECTION II

EVALUATION PROCEDURE AND CRITERIA

2.0 Evaluation Process

Selection of the best qualified offeror will be based on the qualifications, experience, and commitment of the Offeror's lead and support individuals proposed for this RFP, and the Offeror's plan of action. GVB plans to negotiate a contract with the best-qualified Offeror for the required services at a compensation rate

determined in writing to be fair and reasonable.

2.1 Evaluation Committee

The GVB Acting President and CEO will form an Evaluation Committee. Evaluations may be conducted as a group or individually, however, each Evaluator shall use the same evaluation form and the results compiled to present a cumulative score with recommendation(s) to the President and CEO. The President and CEO shall then request the approval of GVB's Board of Directors approval to enter into negotiations with the best-qualified Offeror.

2.2 Evaluation Criteria & Scale

The Evaluation Committee will review and evaluate all offers according to the established criteria contained herein based on a maximum possible value of 100 points. All proposals must include the following and will be scored by the point scale provided:

- A. 50 points. Qualifications & Experience:** All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:
 - A.1 Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.
 - A.2 Identify the team members and any other key staff personnel to be involved in this project, including their resumes and the roles of each who will perform the services pursuant to this RFP.
 - A.3 Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.

- B. 5 points. Demonstrated Capability and Capacity to Respond.**
 - B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.
 - B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for whom your firm provided the work.
 - B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.

- C. 5 points. Quality & Responsiveness.** The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:

- C.1 Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies.
- C.2 Affidavits (attached) notarized in the state or territory of the offeror’s principal place of establishment.
- C.3 At a minimum the Offeror shall provide:
 - (a) Name and address of offeror
 - (b) Age of Offeror’s business
 - (c) List of all subcontractors for this project.

D. 40 points. Plan of Performance – Approach & Strategy.

To evaluate the agency’s qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan:

- D.1. Branding/Image Building (20 points)
 - a. Explain proposed strategic approach to change, alter or reinforce Guam’s image (if necessary).
 - b. Demonstrate year-round plan for branding consistency.
 - c. Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan.
 - d. Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.
- D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points)
 - a. Explain proposed positioning and communications plan for summer season travel to Guam in 2025.
 - b. Present campaign objectives and desired target market segments.
 - c. Present campaign creative images and suggested communication plan necessary to reach objectives.
 - d. Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.
- D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.

TOTAL MAXIMUM POINTS.....(100 Points)

GVB reserves the right to use any information or additional references deemed necessary to establish the ability of the Offeror to perform the conditions of the contract. Negative references may be grounds for proposal disqualification.

2.3 Investigation and Rejection

GVB reserves the right to conduct any investigation deemed necessary as to the background, qualifications, experience, and record of performance of any Offeror, and to reject any or all proposals if deemed necessary in the public interest. GVB shall review and determine whether an Offeror has the necessary qualifications, staffing, management, and experience required to properly conduct the work in accordance with all applicable laws, statutes, and regulations.

SECTION III

INSTRUCTIONS TO OFFERORS

3.0 Defined Terms

The terms used in these Instructions to Offerors are defined in Guam's procurement laws and regulations have the same meanings assigned to them in this RFP. The term "Offeror" means one who submits a proposal directly to GVB, as distinct from a sub-offeror who submits a proposal to the Offeror. The term "successful Offeror" means the best-qualified Offeror for the required services to whom GVB (on the basis of GVB's evaluation as hereinafter provided) makes an award. The term "request for proposals documents" includes the invitation to submit a proposal, instructions to Offerors, and all addenda. The term "GVB" means the Guam Visitors Bureau and vice versa. The term "price data" are factual information concerning prices, including profit, for supplies, services, or construction substantially similar to those being procured. In this definition, "prices" refer to offered or proposed selling prices, historical selling prices, and current selling prices of such items. This definition of "prices" refers to data relevant to both prime and subcontract prices. The term "cost data" are information concerning the actual or estimated cost of labor, material, overhead, and other cost elements which have been actually incurred or which are expected to be incurred by the contractor in performing the contract.

3.1 Type of Procurement

This procurement is a Request for Proposal (RFP).

3.2 Language of Proposal

The proposal prepared by the Offeror and all correspondence and documents relating to the proposal exchanged by the Offeror and GVB shall be written in the English language. Supporting documents and printed literature furnished by the Offeror with the proposal may be in another language provided they are accompanied by an appropriate translation of relevant passages in the English language. For the purpose of interpretation of the proposal, the English language translation shall prevail.

3.3 Familiarity with Laws

The Offeror is assumed to be familiar with all U.S. federal and Guam laws that in any manner affect the work to be performed under this RFP. Ignorance will in no way relieve Offeror from responsibility.

3.4 Signature on Proposal

The Offerors must sign their proposals correctly. If the proposal is made by an individual, said individual's

name and mailing address must be shown. If made by a firm or partnership, the name and mailing address of each member of the firm or partnership must be shown. If made by a corporation, the person signing the proposal shall show the name of the country, state, or territory under the laws of which the corporation was chartered, and the names and business address of its president, secretary, and treasurer. A proposal submitted by a joint venture must be accompanied by the document of formation of the joint venture, duly registered and authenticated by a notary public, in which is defined precisely the conditions under which it will function, its period of duration, the persons authorized to represent and obligate it, the participation of the several firms forming the joint venture, the principal member of the joint venture, and address for correspondence for the joint venture. The Offeror is advised that the joint venture agreement must include a clause stating that the members of the joint venture are severally and jointly bound by the terms of the contract.

3.5 Currencies of Proposal and Payment

All rates and prices in the proposal and all payments to the Offeror shall be in the currency of the United States of America.

3.6 Modification or Withdrawal of Proposals

Proposals may be modified or withdrawn at any time prior to the submission date.

3.7 Receipt, Opening and Recording of Proposals

Upon receipt, each proposal and/or modification will be time-stamped, held in a secure place, and not be opened until the proposal closing date. The only acceptable evidence to establish the date and time of receipt at GVB is the date and time stamp of the GVB Head Office on the wrapper or other documentary evidence of receipt maintained by GVB. Proposals and modifications shall not be opened publicly but shall be opened in the presence of two or more GVB procurement officials. After the date established for receipt of proposals, a registrar of proposals will be prepared which shall include all proposals, the name of each Offeror, the number of modifications received, if any, and a description sufficient to identify the service item offered. The registrar of proposals shall be opened to public inspection only after award of the contract. Proposals and modifications shall be shown only to GVB procurement personnel having an interest in them.

3.8 Evaluations and Discussions

- A. Evaluation: GVB will evaluate all proposals submitted and may conduct discussions with any Offeror. The purpose of such discussions shall be to:
 - 1. Determine in greater detail such Offeror's qualifications; and
 - 2. Explore with the Offeror the scope and nature of the required services, the Offeror's proposed method of performance, and the relative utility of alternative methods of approach.
- B. Non-Disclosure of Information: Discussions shall not disclose any information derived from proposals submitted by other Offerors, and GVB shall not disclose any information contained in any proposals

until after award of the proposed contract has been made. The proposal of the Offeror awarded the contract shall be opened to public inspection except as otherwise provided for in the contract. The proposals of the Offerors who are not awarded the contract shall not be opened to public inspection.

- C. **Selection of the Best Qualified Offeror:** Upon completion of the validation of qualifications, evaluations, and discussions, GVB shall select, in the order of their respective qualification ranking, no fewer than three (3) acceptable Offerors, or such lesser number if less than three (3) acceptable proposals were received, deemed to be the best qualified to provide the required services.
- D. **Submission of Cost or Pricing Data:** The Offeror determined to be the best qualified shall be required to submit cost or pricing data to GVB at a time specified by GVB prior to the commencement of negotiations.

3.9 Negotiations

- A. **General:** GVB shall negotiate a contract with the best-qualified Offeror for the required services at a compensation determined in writing to be fair and reasonable.
- B. **Elements of Negotiation:** Contract negotiations shall be directed toward:
 - 1. Making certain that the Offeror has a clear understanding of the scope of work, specifically, the essential requirements involved in providing the required services.
 - 2. Determining that the Offeror will make available the necessary personnel and facilities to perform the services within the required time.
 - 3. Agreeing upon compensation, which is fair and reasonable, taking into account the estimated value of the required services, and the scope, complexity, and nature of such services.

3.10 Successful Negotiation of Contract With Best-Qualified Offeror

If compensation, contract requirements, and contract documents can be agreed upon with the best-qualified Offeror, and subject to Board approval, the contract shall be awarded to that Offeror. Written notice of award shall be public information and made a part of GVB's procurement file.

3.11 Failure to Negotiate Contract With Best-Qualified Offeror

- A. If compensation, contract requirements, or contract documents cannot be agreed upon with the best qualified Offeror, a written record stating the reasons therefore shall be placed in the procurement file and GVB shall advise such Offeror of the termination of negotiations which shall be confirmed by GVB's written notice to such Offeror.
- B. Upon failure to negotiate a contract with the best-qualified Offeror, GVB may enter into negotiations with the next most qualified Offeror. If compensation, contract requirements, and contract

documents can be agreed upon, then the contract shall be awarded to that Offeror. If negotiations again fail, negotiations shall be terminated as set forth in paragraph 3.11(A) above and new negotiations shall commence with the next qualified Offeror.

- C. Should GVB be unable to negotiate a contract with any of the Offerors initially selected as the best qualified Offerors, offers may be resolicited, or additional Offerors may be selected based on original, acceptable submissions in the order of their respective qualification ranking and negotiations may continue until an agreement is reached and the contract is awarded.

3.12 Cancellation of Solicitation; Delays

GVB reserves the right to cancel or to withdraw this RFP as provided in law and regulation, to delay any GVB determination required by the RFP, or to reject all proposals, or any individual proposal in whole or in part at any time prior to the final award in the best interest of GVB as provided in law and regulation. The reasons for the cancellation, delay, or rejection shall be made a part of the procurement file and shall be available for public inspection.

- A. After opening of the proposals, but prior to award, all proposals or any individual proposal in whole or in part, may be rejected when GVB determines in writing that such action is in the best interest of the territory of Guam for reasons including but not limited to:
1. The supplies or services being procured by this solicitation are no longer needed.
 2. Ambiguous or otherwise inadequate specifications were part of the solicitation.
 3. The solicitation did not provide consideration of all factors of significance to the territory.
 4. The proposals only offer prices, which exceed available funds, and it would not be appropriate to adjust quantities to come within available funds.
 5. All otherwise acceptable proposals received contain unreasonable prices.
 6. There is reason to believe that the proposals may not have been arrived at in open competition, and/or that there was collusion between Offerors and/or the proposals were not submitted in good faith.

If this RFP is cancelled or all the proposals have been rejected prior to final award, notice of cancellation or rejection shall be sent to all Offerors. The reasons for the cancellation or rejection shall be made a part of the procurement file and shall be available for public inspection.

- B. GVB may reject any individual proposal in whole or in part when such rejection is in the best interest of the territory of Guam. Reasons for rejecting a proposal in whole or in part include but are not limited to:

1. GVB has determined that the Offeror is not a responsible Offeror pursuant to 2 GAR, Div. 4, Chap. 3, §3116.
2. The proposal is non-responsive, that is, it does not conform in all material respects to the RFP.
3. The offered supply or service in the proposal is unacceptable by reason of its failure to meet the requirements of the specifications or permissible alternatives or other acceptable criteria set forth in the RFP.

3.13 Disqualification of Proponent

More than one proposal from an individual, firm, partnership, corporation, or association under the same or different names will not be considered. Reasonable grounds for believing that an Offeror has an interest in more than one (1) proposal for the same work will cause the rejection of all proposals in which such Offeror is believed to have an interest. Any or all proposals will be rejected if there is reason to believe that collusion exists among the Offerors and no participants of such collusion will be considered in future request for proposals for the same work. Proposals in which the prices obviously are unbalanced will be rejected. Proposals submitted by Offerors who do not meet the evaluation criteria will not be considered for review by GVB.

3.14 Right to Reject Proposal

GVB reserves the right to reject any or all Proposals in accordance with law and regulation, and to waive technical errors, or minor informalities, or to accept any proposals in part.

3.15 Award of Contract

The award of contract, if it is awarded, will be awarded to the best qualified Offeror(s) for the required services at a compensation determined in writing to be fair and reasonable, and subject to the availability of funds. In no case will the award be made until GVB has completed all necessary investigations into the responsibility of the proposed Offeror, and GVB is satisfied that the proposed Offeror is qualified to do the work and has the necessary organization, capital, and equipment to carry out the provisions of the contract to GVB's satisfaction within the time specified.

3.16 Execution of Contract

The Offeror which is determined to be the best qualified, or the next best qualified Offeror should GVB cease contract negotiations with better qualified Offerors, shall sign the necessary agreement entering into a contract with GVB, and return a fully executed contract, containing the terms mutually agreed upon by the parties, to GVB within **seven (7) calendar days** after GVB determines in writing that the Offeror's requested compensation for the required services is fair and reasonable.

3.17 Addenda

Any amendment, modification, or addenda issued by GVB, prior to the established due date of the proposals, for the purpose of changing the intent of the plans and specifications clarifying the meaning, or changing any of the provisions of this RFP, shall be binding to the same extent as if originally required by this RFP. Any addenda issued by GVB will be sent to all Offerors in duplicate. Notice may also be obtained by accessing GVB's website. The Offerors shall acknowledge receipt of the same by their signatures on one copy, which is to be returned to GVB, and said copy shall accompany the Offerors respective proposals. Acknowledgment may also be made in writing or by email.

3.18 Activity Reports

As a vehicle for monitoring and measuring the services procured by this solicitation, the Agency shall record its representation performance on required report formats prescribed by GVB on a scheduled basis as detailed in the Scope of Work in this RFP. Failure to submit such reports may result in the delay or forfeiture of payment due to the Agency.

3.19 Invoicing, Payment Terms and Conditions

All applicable invoices from the Offeror who is awarded the contract arising from this RFP shall include supporting documents (i.e., timesheets, shipping invoices, consumable listings, receipts, etc.). All supporting documents must be reviewed and approved by GVB prior to invoice submittal for charges. All applicable GVB approved invoices will be paid net thirty (30) days from the date the invoices are received by GVB. Payment shall be made using a method mutually agreed upon by GVB and the successful Offeror. Applicable invoices must be submitted no later than three (3) months after completion of any given task or project. Failure to do so may result in forfeiture of payment.

3.20 Taxes

The successful Offeror shall be liable for all applicable taxes and duties. GVB shall have no tax liability under this contract arising from this RFP. Specific information on taxes may be obtained from the Department of Revenue and Taxation, Government of Guam.

3.21 Licensing

GVB will not consider for award any proposal submitted by an Offeror who has not complied with Guam's business and/or other licensing laws. Specific information on licenses may be obtained from the Department of Revenue and Taxation, Government of Guam.

3.22 Disclosure of Major Shareholders

As a condition of submitting a proposal in response to this RFP, all Offerors, whether they are partnerships, sole proprietorships, or corporations, shall submit an affidavit executed under oath that lists the name and address of any person who has held more than ten (10) percent of the outstanding interest or shares in said partnership, sole proprietorship, or corporation, at any time during the twelve (12) month period immediately preceding submission of the proposal made in response to this RFP. The affidavit shall contain the name and address of any person who has received or is entitled to receive a commission, gratuity, or other compensation



for procuring or assisting in obtaining business related to this RFP for the Offeror and shall also contain the amounts of any such commission, gratuity, or other compensation. The affidavit shall be open and available to the public for inspection and copying. Each affidavit shall be prepared and notarized at the time of signing, and any such affidavits made and/or notarized prior to the issuance of, or after the due date of this RFP shall be deemed unacceptable resulting in the proposal to be deemed non-responsive to this RFP.

3.23 Local and Veteran Procurement Preference

Offerors who seek local procurement preference may request it as part of their proposals, for GVB's consideration. Only Offerors who qualify for local procurement preference pursuant to 5 GCA §5008 may receive said preference by GVB. The GVB will employ where applicable a service-disabled veteran owned business preference in accordance with 5 GCA §5011.

3.24 Non-Collusion Affidavit

Offerors must submit a non-collusion affidavit provided with this RFP. Failure to submit said affidavit shall result in the Offeror's proposal to be deemed non-responsive to this RFP, and such proposal shall not be considered for award.

3.25 Restrictions Against Contractors Employing Sex Offenders from Working at Government of Guam Venues

The Offeror must submit with their proposal an affidavit acknowledging their responsibilities pursuant to 5 GCA §5253, Restriction Against Contractors Employing Convicted Sex Offenders from Working at Government of Guam Venues. Per this statute, the Offeror must affirm that:

- A. No person providing services on behalf of the contractor has been convicted of a sex offense under the provisions of Chapter 25 of Title 9 GCA or an offense as defined in Article 2 of Chapter 28, Title 9 GCA, or an offense in another jurisdiction with, at a minimum, the same elements as such offenses, or who is listed on the Sex Offender Registry; and;
- B. That if any person providing services on behalf of the contractor is convicted of a sex offense under the provisions of Chapter 25 of Title 9 GCA or an offense as defined in Article 2 of Chapter 28, Title 9 GCA or an offense in another jurisdiction with, at a minimum, the same elements as such offenses, or who is listed on the Sex Offender Registry, that such person will be immediately removed from working at said agency and that the administrator of said agency be informed of such within twenty-four (24) hours of such conviction.

3.26 Compliance with Wage Laws

The Offer who is awarded a contract shall pay employees, at a minimum, in accordance with the Wage Determination for Guam issued and promulgated by the U.S. Department of Labor for such labor as is employed in the direct delivery of contract deliverables to GVB. In the event of a renewal of the contract, the Wage Determination promulgated by the U.S. Department of Labor on a date most recent to the renewal date of the contract shall apply to that renewal contract. In addition to the applicable Wage Determination, the

contract shall contain provisions mandating health and similar benefits for employees, such benefits having a minimum value as detailed in the Wage Determination promulgated by the U.S. Department of Labor and shall contain provision guaranteeing a minimum of ten (10) paid holidays per annum for each employee.

The Offeror is required to execute the Declaration Re Compliance with U.S. DOL Wage Determination and submit the executed declaration and most current listing with the Offeror's proposal. NOTE: Please attach Wage Listing with your submission.

3.27 Representation Regarding Gratuities and Kickbacks

The Offeror represents that it has not violated, is not violating, and promises that it will not violate the prohibition against gratuities and kickbacks set forth in §11206 (Gratuities and Kickbacks) of the Guam Procurement Regulations.

3.28 Prohibition in re Contingent Fees

The Offeror represents that it has not retained a person to solicit or secure a territorial contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except for retention of bona fide employees or bona fide established commercial selling agencies for the purpose of securing business.

3.29 Representation Regarding Ethical Standards

The bidder, offeror, or contractor represents that it has not knowingly influenced and promises that it will not knowingly influence a government employee to breach any of the ethical standards set forth in 5 GCA Chapter 5 Article 11 (Ethics in Public Contracting) of the Guam Procurement Act and in Chapter 11 of the Guam Procurement Regulations.

3.30 Condition of Contract

As a condition of contract, contractor will agree to indemnify, defend and hold harmless the GVB and the Government of Guam in all actions and from all liability in tort or contract arising from contractor performance of a contract.

3.31 Contact for Contract Negotiation

If your firm is selected as the best qualified to perform the services as described herein, please designate a person whom we may contact for prompt negotiation by filling out Form 1, attached.

3.32 Notice of Award

GVB will notify all Offerors of the results of the award. Written notice of award will be public information and made a part of the contract file.



FORM 1

CONTACT FOR CONTRACT NEGOTIATION

RFP NUMBER: GVB RFP NO. 2025-002

NAME	
TITLE	
COMPANY	
MAILING ADDRESS	
TELEPHONE NUMBER	
FACSIMILE NUMBER	
EMAIL	





APPENDIX A
GVB RFP 2025-002

AFFIDAVITS
1 - 7

- 1: Affidavit Disclosing Ownerships and Commissions
- 2: Affidavit re Non-Collusion
- 3: Affidavit re No Gratuities or Kickbacks
- 4: Affidavit re Ethical Standards
- 5: Declaration re Compliance with U.S. DOL Wage Determination
- 6: Affidavit re Contingent Fees
- 7: Restriction Against Contractors Employing Convicted Sex Offenders from Working at Government of Guam Venues

**ALL FORMS LISTED MUST BE COMPLETED
AND RETURNED IN THE ENVELOPE CONTAINING THE PROPOSAL.**



1. AFFIDAVIT DISCLOSING OWNERSHIP and COMMISSIONS

Name of Offeror Company: _____

CITY OF _____)
) ss
 COUNTRY _____)

A. I, the undersigned, being first duly sworn, depose and say that I am an authorized representative of the offeror and that [please check only one]:

- The offeror is an individual or sole proprietor and owns the entire (100%) interest in the offering business.
- The offeror is a corporation, partnership, joint venture, or association known as _____ [please state name of offeror company], and the persons, companies, partners, or joint venturers who have held more than 10% of the shares or interest in the offering business during the 365 days immediately preceding the submission date of the proposal are as follows [if none, please state]:

<u>NAME</u>	<u>ADDRESS</u>	<u>% of Interest</u>
_____	_____	_____
_____	_____	_____
TOTAL NUMBER OF SHARES		_____

B. Further, I say that the persons who have received or are entitled to receive a commission, gratuity or other compensation for procuring or assisting in obtaining business related to the bid or proposal for which this affidavit is submitted are as follows [if none, please so state]:

<u>NAME</u>	<u>ADDRESS</u>	<u>Compensation</u>
_____	_____	_____

C. If the ownership of the offering business should change between the time this affidavit is made and the time an award is made or a contract is entered into, then I promise personally to update the discloser required by 5 GCA §5233 by delivering another affidavit to the government.

Date: _____

 Signature of one of the following:
 Offeror, if the offeror is an individual;
 Partner, if the offeror is a Partnership;
 Officer, if the bidder is a Corporation.

Subscribed and sworn to before me this _____ day of _____, _____

 Notary Public
 My Commission Expires _____

(AG Procurement Form 002 (Rev. Nov. 17, 2005))





5. DECLARATION RE COMPLIANCE WITH U.S. DOL WAGE DETERMINATION

Name of Offeror Company: _____

I, _____ hereby certifies under penalty of perjury:

- (1) That I am _____ [please select one: the offeror, a partner of the offeror, an officer of the offeror] making the bid or proposal in the foregoing identified procurement;
- (2) That I have read and understand the provisions of 5 GCA § 5801 and § 5802 which read:

§ 5801. Wage Determination Established.

In such cases where the government of Guam enters into contractual arrangements with a sole proprietorship, a partnership or a corporation ('contractor') for the provision of a service to the government of Guam, and in such cases where the contractor employs a person(s) whose purpose, in whole or in part, is the direct delivery of service contracted by the government of Guam, then the contractor shall pay such employee(s) in accordance with the Wage Determination for Guam and the Northern Mariana Islands issued and promulgated by the U.S. Department of Labor for such labor as is employed in the direct delivery of contract deliverables to the Government of Guam.

The Wage Determination most recently issued by the U.S. Department of Labor at the time a contract is awarded to a contractor by the government of Guam shall be used to determine wages, which shall be paid to employees pursuant to this Article. Should any contract contain a renewal clause, then at the time of renewal adjustments, there shall be made stipulations contained in that contract for applying the Wage Determination, as required by this Article, so that the Wage Determination promulgated by the U.S. Department of Labor on a date most recent to the renewal date shall apply.

§ 5802. Benefits.

In addition to the Wage Determination detailed in this Article, any contract to which this Article applies shall also contain provisions mandating health and similar benefits for employees covered by this Article, such benefits having a minimum value as detailed in the Wage Determination issued and promulgated by the U.S. Department of Labor, and shall contain provisions guaranteeing a minimum of ten (10) paid holidays per annum per employee.

- (3) That the Offeror is in full compliance with 5 GCA § 5801 and § 5802, as may be applicable to the procurement referenced herein;
- (4) That I have attached the most recent wage determination applicable to Guam issued by the U.S. Department of Labor.

Signature

Date

(AG Procurement Form 006 (Rev. Feb. 16, 2010))





APPENDIX B
GVB RFP 2025-002

INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: _____
(PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPQ IS REFERENCING)

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: _____ Telephone Number: _____

Title: _____ Email Address: _____

Name of your company/organization: _____

1. Please briefly describe the type of services performed for your organization by the COMPANY. (Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: _____

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: _____

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





PPQ FOR: _____

5. How would you rate the COMPANY'S ability to identify and recommend resolutions to problems or issues?

- Identified and recommended quickly (Score 10 points)
- Identified and recommended slowly (Score 8 points)
- Identified but not recommended (Score 5 points)
- Were ignored (Score -0 points)

6. How would you rate the overall quality of the COMPANY'S technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

7. Do you recall the name(s) of the COMPANY'S employees who performed services under your contract? If so, please provide names below.

Comment: _____

8. Overall Performance: On a scale of 0 to 10, how would you rate the COMPANY'S OVERALL PERFORMANCE? (Score based upon # of points – 10 points max)

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

9. Would you enter into a contract with this COMPANY again? If not, why?

Comment: _____

10. Are you aware of any other company or organization this COMPANY has done work for? If so, do you have a contact name and phone number?

Name: _____ Phone Number: _____

11. Do you have any additional comments that might assist us in evaluating the Bidder's past performance?

Comment: _____

PLEASE RETURN COMPLETED QUESTIONNAIRE BY EMAIL ON OR BEFORE 12:00 PM ChST ON JANUARY 17, 2025 TO procurement@visitguam.org. Thank you for your cooperation.



"REGISTER OF WAGE DETERMINATIONS UNDER
THE SERVICE CONTRACT ACT
By direction of the Secretary of Labor

U.S. DEPARTMENT OF LABOR
EMPLOYMENT STANDARDS ADMINISTRATION
WAGE AND HOUR DIVISION
WASHINGTON D.C. 20210

Daniel W. Simms Division of
Director Wage Determinations

Wage Determination No.: 2015-5693
Revision No.: 22
Date Of Last Revision: 07/22/2024

Note: Contracts subject to the Service Contract Act are generally required to pay at least the applicable minimum wage rate required under Executive Order 14026.

If the contract is entered into on or after January 30, 2022, or the contract is renewed or extended (e.g., an option is exercised) on or after January 30, 2022: determination,	Executive Order 14026 generally applies to the contract. The contractor must pay all covered workers at least \$17.20 per hour (or the applicable wage rate listed on this wage if it is higher) for all hours spent performing on the contract in 2024.
--	---

The applicable Executive Order minimum wage rate will be adjusted annually. Additional information on contractor requirements and worker protections under the Executive Orders is available at www.dol.gov/whd/govcontracts.

States: Guam, Northern Marianas, Wake Island

Area: Guam Statewide
Northern Marianas Statewide
Wake Island Statewide

05130 - Motor Equipment Metal Mechanic	17.40
05160 - Motor Equipment Metal Worker	15.28***
05190 - Motor Vehicle Mechanic	17.40
05220 - Motor Vehicle Mechanic Helper	12.00***
05250 - Motor Vehicle Upholstery Worker	14.22***
05280 - Motor Vehicle Wrecker	15.28***
05310 - Painter, Automotive	16.34***
05340 - Radiator Repair Specialist	15.28***
05370 - Tire Repairer	12.67***
05400 - Transmission Repair Specialist	17.40
07000 - Food Preparation And Service Occupations	
07010 - Baker	12.21***
07041 - Cook I	15.29***
07042 - Cook II	17.82
07070 - Dishwasher	10.00***
07130 - Food Service Worker	10.18***
07210 - Meat Cutter	13.34***
07260 - Waiter/Waitress	9.89***
09000 - Furniture Maintenance And Repair Occupations	
09010 - Electrostatic Spray Painter	19.70
09040 - Furniture Handler	11.94***
09080 - Furniture Refinisher	19.70
09090 - Furniture Refinisher Helper	14.47***
09110 - Furniture Repairer, Minor	17.15***
09130 - Upholsterer	19.70
11000 - General Services And Support Occupations	
11030 - Cleaner, Vehicles	10.12***
11060 - Elevator Operator	10.38***
11090 - Gardener	15.28***
11122 - Housekeeping Aide	10.38***
11150 - Janitor	10.38***
11210 - Laborer, Grounds Maintenance	11.55***
11240 - Maid or Houseman	10.24***
11260 - Pruner	10.34***
11270 - Tractor Operator	13.99***
11330 - Trail Maintenance Worker	11.55***
11360 - Window Cleaner	11.60***
12000 - Health Occupations	
12010 - Ambulance Driver	20.86
12011 - Breath Alcohol Technician	20.86
12012 - Certified Occupational Therapist Assistant	28.62
12015 - Certified Physical Therapist Assistant	28.62
12020 - Dental Assistant	18.79
12025 - Dental Hygienist	39.73
12030 - EKG Technician	31.60
12035 - Electroneurodiagnostic Technologist	31.60
12040 - Emergency Medical Technician	20.86
12071 - Licensed Practical Nurse I	18.65
12072 - Licensed Practical Nurse II	20.86
12073 - Licensed Practical Nurse III	23.25

14045 - Computer Operator V		23.62
14071 - Computer Programmer I	(see 1)	15.73***
14072 - Computer Programmer II	(see 1)	19.50
14073 - Computer Programmer III	(see 1)	23.84
14074 - Computer Programmer IV	(see 1)	
14101 - Computer Systems Analyst I	(see 1)	24.23
14102 - Computer Systems Analyst II	(see 1)	
14103 - Computer Systems Analyst III	(see 1)	
14150 - Peripheral Equipment Operator		15.71***
14160 - Personal Computer Support Technician		21.33
14170 - System Support Specialist		21.24
15000 - Instructional Occupations		
15010 - Aircrew Training Devices Instructor (Non-Rated)		24.23
15020 - Aircrew Training Devices Instructor (Rated)		29.32
15030 - Air Crew Training Devices Instructor (Pilot)		34.91
15050 - Computer Based Training Specialist / Instructor		24.23
15060 - Educational Technologist		31.17
15070 - Flight Instructor (Pilot)		34.91
15080 - Graphic Artist		20.47
15085 - Maintenance Test Pilot, Fixed, Jet/Prop		34.91
15086 - Maintenance Test Pilot, Rotary Wing		34.91
15088 - Non-Maintenance Test/Co-Pilot		34.91
15090 - Technical Instructor		17.67
15095 - Technical Instructor/Course Developer		23.78
15110 - Test Proctor		15.70***
15120 - Tutor		15.70***
16000 - Laundry, Dry-Cleaning, Pressing And Related Occupations		
16010 - Assembler		11.38***
16030 - Counter Attendant		11.38***
16040 - Dry Cleaner		12.98***
16070 - Finisher, Flatwork, Machine		11.38***
16090 - Presser, Hand		11.38***
16110 - Presser, Machine, Drycleaning		11.38***
16130 - Presser, Machine, Shirts		11.38***
16160 - Presser, Machine, Wearing Apparel, Laundry		11.38***
16190 - Sewing Machine Operator		13.53***
16220 - Tailor		14.07***
16250 - Washer, Machine		11.91***
19000 - Machine Tool Operation And Repair Occupations		
19010 - Machine-Tool Operator (Tool Room)		19.70
19040 - Tool And Die Maker		24.77
21000 - Materials Handling And Packing Occupations		
21020 - Forklift Operator		15.36***
21030 - Material Coordinator		22.97
21040 - Material Expediter		22.97
21050 - Material Handling Laborer		13.83***
21071 - Order Filler		10.62***
21080 - Production Line Worker (Food Processing)		15.36***
21110 - Shipping Packer		17.12***
21130 - Shipping/Receiving Clerk		17.12***

23530 - Machinery Maintenance Mechanic	25.08
23550 - Machinist, Maintenance	20.98
23580 - Maintenance Trades Helper	11.77***
23591 - Metrology Technician I	20.98
23592 - Metrology Technician II	22.31
23593 - Metrology Technician III	23.62
23640 - Millwright	20.98
23710 - Office Appliance Repairer	19.46
23760 - Painter, Maintenance	18.74
23790 - Pipefitter, Maintenance	19.96
23810 - Plumber, Maintenance	18.75
23820 - Pneudraulic Systems Mechanic	20.98
23850 - Rigger	20.98
23870 - Scale Mechanic	18.43
23890 - Sheet-Metal Worker, Maintenance	20.80
23910 - Small Engine Mechanic	18.43
23931 - Telecommunications Mechanic I	20.98
23932 - Telecommunications Mechanic II	22.31
23950 - Telephone Lineman	22.68
23960 - Welder, Combination, Maintenance	19.96
23965 - Well Driller	21.13
23970 - Woodcraft Worker	20.98
23980 - Woodworker	15.81***
24000 - Personal Needs Occupations	
24550 - Case Manager	16.09***
24570 - Child Care Attendant	10.22***
24580 - Child Care Center Clerk	13.25***
24610 - Chore Aide	14.06***
24620 - Family Readiness And Support Services Coordinator	16.09***
24630 - Homemaker	16.12***
25000 - Plant And System Operations Occupations	
25010 - Boiler Tender	22.79
25040 - Sewage Plant Operator	22.89
25070 - Stationary Engineer	22.79
25190 - Ventilation Equipment Tender	15.72***
25210 - Water Treatment Plant Operator	22.89
27000 - Protective Service Occupations	
27004 - Alarm Monitor	11.21***
27007 - Baggage Inspector	10.02***
27008 - Corrections Officer	14.59***
27010 - Court Security Officer	14.59***
27030 - Detection Dog Handler	11.21***
27040 - Detention Officer	14.59***
27070 - Firefighter	14.59***
27101 - Guard I	10.02***
27102 - Guard II	11.21***
27131 - Police Officer I	14.59***
27132 - Police Officer II	16.21***
28000 - Recreation Occupations	

30461 - Technical Writer I	25.51
30462 - Technical Writer II	31.21
30463 - Technical Writer III	37.75
30491 - Unexploded Ordnance (UXO) Technician I	28.73
30492 - Unexploded Ordnance (UXO) Technician II	34.76
30493 - Unexploded Ordnance (UXO) Technician III	41.67
30494 - Unexploded (UXO) Safety Escort	28.73
30495 - Unexploded (UXO) Sweep Personnel	28.73
30501 - Weather Forecaster I	28.25
30502 - Weather Forecaster II	34.36
30620 - Weather Observer, Combined Upper Air Or Surface Programs	(see 2) 22.96
30621 - Weather Observer, Senior	(see 2) 25.51
31000 - Transportation/Mobile Equipment Operation Occupations	
31010 - Airplane Pilot	34.76
31020 - Bus Aide	8.97***
31030 - Bus Driver	12.75***
31043 - Driver Courier	10.26***
31260 - Parking and Lot Attendant	9.91***
31290 - Shuttle Bus Driver	11.65***
31310 - Taxi Driver	11.41***
31361 - Truckdriver, Light	11.21***
31362 - Truckdriver, Medium	12.16***
31363 - Truckdriver, Heavy	17.57
31364 - Truckdriver, Tractor-Trailer	17.57
99000 - Miscellaneous Occupations	
99020 - Cabin Safety Specialist	16.95***
99030 - Cashier	10.26***
99050 - Desk Clerk	10.01***
99095 - Embalmer	28.73
99130 - Flight Follower	28.73
99251 - Laboratory Animal Caretaker I	25.47
99252 - Laboratory Animal Caretaker II	27.83
99260 - Marketing Analyst	21.54
99310 - Mortician	28.73
99410 - Pest Controller	16.07***
99510 - Photofinishing Worker	15.10***
99710 - Recycling Laborer	17.32
99711 - Recycling Specialist	23.38
99730 - Refuse Collector	16.40***
99810 - Sales Clerk	10.63***
99820 - School Crossing Guard	18.82
99830 - Survey Party Chief	24.38
99831 - Surveying Aide	13.87***
99832 - Surveying Technician	18.02
99840 - Vending Machine Attendant	25.47
99841 - Vending Machine Repairer	32.44
99842 - Vending Machine Repairer Helper	25.47

at least \$684 per week if paid on a salary or fee basis) likely qualify as exempt computer professionals under 29 U.S.C. 213(a)(1) and 29 U.S.C. 213(a)(17), this wage determination may not include wage rates for all occupations within those job families. In such instances, a conformance will be necessary if there are nonexempt employees in these job families working on the contract.

Job titles vary widely and change quickly in the computer industry, and are not determinative of whether an employee is an exempt computer professional. To be exempt, computer employees who satisfy the compensation requirements must also have a primary duty that consists of:

(1) The application of systems analysis techniques and procedures, including consulting with users, to determine hardware, software or system functional specifications;

(2) The design, development, documentation, analysis, creation, testing or modification of computer systems or programs, including prototypes, based on and related to user or system design specifications;

(3) The design, documentation, testing, creation or modification of computer programs related to machine operating systems; or

(4) A combination of the aforementioned duties, the performance of which requires the same level of skills. (29 C.F.R. 541.400).

Any computer employee who meets the applicable compensation requirements and the above duties test qualifies as an exempt computer professional under both section 13(a)(1) and section 13(a)(17) of the Fair Labor Standards Act. (Field Assistance Bulletin No. 2006-3 (Dec. 14, 2006)). Accordingly, this wage determination will not apply to any exempt computer employee regardless of which of these two exemptions is utilized.

2) AIR TRAFFIC CONTROLLERS AND WEATHER OBSERVERS - NIGHT PAY & SUNDAY PAY: If you work at night as part of a regular tour of duty, you will earn a night differential and receive an additional 10% of basic pay for any hours worked between 6pm and 6am.

If you are a full-time employed (40 hours a week) and Sunday is part of your regularly scheduled workweek, you are paid at your rate of basic pay plus a Sunday premium of 25% of your basic rate for each hour of Sunday work which is not overtime

(i.e. occasional work on Sunday outside the normal tour of duty is considered overtime work).

** HAZARDOUS PAY DIFFERENTIAL **

**** SERVICE CONTRACT ACT DIRECTORY OF OCCUPATIONS ****

The duties of employees under job titles listed are those described in the "Service Contract Act Directory of Occupations", Fifth Edition (Revision 1), dated September 2015, unless otherwise indicated.

**** REQUEST FOR AUTHORIZATION OF ADDITIONAL CLASSIFICATION AND WAGE RATE, Standard Form 1444 (SF-1444) ****

Conformance Process:

The contracting officer shall require that any class of service employee which is not listed herein and which is to be employed under the contract (i.e., the work to be performed is not performed by any classification listed in the wage determination), be classified by the contractor so as to provide a reasonable relationship (i.e., appropriate level of skill comparison) between such unlisted classifications and the classifications listed in the wage determination (See 29 CFR

4.6(b)(2)(i)). Such conforming procedures shall be initiated by the contractor prior to the performance of contract work by such unlisted class(es) of employees (See 29 CFR 4.6(b)(2)(ii)). The Wage and Hour Division shall make a final determination of conformed classification, wage rate, and/or fringe benefits which shall be paid to all employees performing in the classification from the first day of work on which contract work is performed by them in the classification. Failure to pay such unlisted employees the compensation agreed upon by the interested parties and/or fully determined by the Wage and Hour Division retroactive to the date such class of employees commenced contract work shall be a violation of the Act

and this contract. (See 29 CFR 4.6(b)(2)(v)). When multiple wage determinations are included in a contract, a separate SF-1444 should be prepared for each wage determination to which a class(es) is to be conformed.

The process for preparing a conformance request is as follows:

- 1) When preparing the bid, the contractor identifies the need for a conformed occupation(s) and computes a proposed rate(s).
- 2) After contract award, the contractor prepares a written report listing in order the proposed classification title(s), a Federal grade equivalency (FGE) for each proposed classification(s), job description(s), and rationale for proposed wage rate(s), including information regarding the agreement or disagreement of the authorized representative of the employees involved, or where there is no authorized representative, the employees themselves. This report should be submitted to the contracting officer no later than 30 days after such unlisted class(es) of employees performs any contract work.

B



MEMORANDUM

DATE: December 20, 2024

TO: GERALD S.A. PEREZ
Acting President and CEO

Via: Dee Hernandez
Director of Destination Development

FM: Christine Lizama
Contracts and Procurement Administrator

SUBJ: GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services
Request for Approval to Proceed with Solicitation

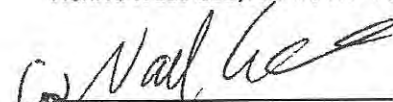
Hafa Adai Sir:

Please see attached solicitation entitled GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services for your review and approval.

Also attached is the proposed timeline, the ad request, and the determination. The proposed timeline for solicitation is December 26, 2024 – January 17, 2025.

Kindly sign where indicated. Please let me know if you have any questions on any part of this packet.

ACKNOWLEDGED/APPROVAL TO PROCEED


GERALD S.A. PEREZ

Attachments





IN-HOUSE TIMELINE
 Request for Proposal
 GVB RFP GVB RFP 2025-002
 Integrated Communications, Advertising and Event Support Services
 LIVE DATES: DECEMBER 27, 2024 – JANUARY 17, 2025

TIMELINE

Day	Date	Time	Activity
FRI	December 27, 2024	8:00 AM	GVB Print Ad / Issuance of RFP GVB Website Ad / Issuance of RFP Set up sign in and sign out binder for Receptionist
THU	January 2, 2025	12:00 PM	Deadline for submission of Questions. GVB response to questions will be provided directly to all registered participants via email and posted on the procurement website
FRI	January 17, 2025	12:00 PM	Deadline for Submission
	TBD		Opening of RFP Procurement Box / Administrative Review
	TBD		Evaluations/Presentations
	TBD		NOIA/Negotiations/Award
	February 1, 2025		Proposed Contract Start Date





REQUEST FOR PROPOSALS

INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES GVB RFP 2025-002

The Guam Visitors Bureau (GVB), a public, non-stock, non-profit membership corporation, issues this Request for Proposal ("RFP") soliciting proposals from established individuals or companies to provide services as outlined in the Scope of Work for GVB RFP 2025-002 INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES.

The project shall begin with the contract signing date as the start date through September 30, 2025, for the remainder of FY2025, with the option to renew for up to two (2) fiscal years, subject to the availability of funds.

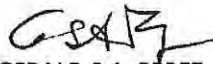
RFP packages can also be **downloaded at no cost** from GVB's website at https://go.opengovguam.com/bids/bids_list/gvb; or, if obtained (in USB format) at the GVB Office at 401 Pale San Vitores Road, Tumon, Guam (8:00 AM – 5:00 PM, Monday – Friday, excluding Guam holidays), a non-refundable \$25.00 fee will be required, payable in US\$ cash, bank wire transfer or major credit card (Visa, MasterCard, Discover, JCB).

Questions, if any, should be made in writing to the President and CEO, which can be dropped off at the GVB office; emailed to procurement@visitguam.org; or sent by fax to 671-646-8861 according to the timeline provided in the RFP.

GVB hereby notifies all offerors that it will affirmatively ensure that minority business enterprises will be afforded full opportunity to submit a response to this request for proposal and will not be discriminated against on the grounds of race, color or national origin in consideration for an award.

GVB reserves the right to reject any or all proposals, waive any imperfection in the proposal, or cancel this solicitation all according to law in the interest of the bureau. Direct or indirect contact with the GVB Management or Staff, Board Member, or any person participating in the selection process is prohibited.

The deadline for submission of proposals is no later than 12:00 p.m. (Chamorro Standard Time) on Friday, January 17, 2025.


GERALD S.A. PEREZ
Acting President and CEO



MEMORANDUM

Date: December 20, 2024

To: Procurement Record

From: GVB Acting President and CEO & Chief Procurement Officer

Subj: Determination of Need and Record of Planning

Re: Integrated Communications, Advertising and Event Support Services

The following written determination is made to justify the Guam Visitors Bureau's approval of the above referenced procurement:

Determination of Need and Record of Planning

The undersigned, on behalf of the Guam Visitors Bureau, has determined that there is a need for a Request for Proposal ("RFP") to provide a concierge service for tourists and visitors in the Tumon and Hagåtña areas, working closely with the Guam Police Department ("GPD") and the Department of Parks and Recreation ("DPR") to establish Guam as a premier destination in the Asia-Pacific region by enhancing its global brand identity through the promotion of its unique CHamoru culture, pristine natural beauty, and strategic location. This will be achieved by hosting world-class events, fostering community engagement, and ensuring sustainable growth that reflects Guam's values, traditions, and environmental stewardship.

Key Goals

1. Cultural Preservation & Promotion
 - a. Highlight the CHamoru culture through cultural festivals, culinary events, and educational campaigns.
 - b. Partner with local artisans, performers, and historians to ensure authenticity.
2. Tourism Development Through Events
 - a. Organize flagship events like international sports competitions, cultural expos, and eco-tourism summits.
 - b. Use Guam's beaches and heritage sites as iconic venues for global and regional gatherings.
3. Strategic Brand Positioning
 - a. Position Guam as America in Asia, leveraging its geopolitical significance and accessibility.
 - b. Focus on themes of adventure, relaxation, and cultural immersion in marketing efforts.
4. Sustainability and Community-Centric Growth
 - a. Ensure that events and branding initiatives align with sustainable tourism practices.
 - b. Actively involve local communities to foster pride and shared responsibility.
5. Digital Marketing & Storytelling
 - a. Use social media campaigns, video storytelling, and influencer partnerships to amplify Guam's visibility.
 - b. Develop a strong digital presence showcasing Guam's cultural uniqueness and event offerings.

1.1 Scope of Work

GUAM VISITORS BUREAU | SETBISION BISITAN GUAHAN

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278 | (671) 646-8861 fax

guamvisitorsbureau.com | visitguam.com | info@visitguam.com

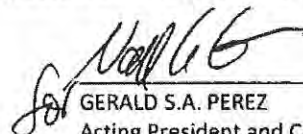


GVB0051



2. Event Management Services
 - a. Identify vendor and coordinate stage design and building
 - b. Coordinate lighting and stage décor, electrical requirements for the event, tents; all sound and lighting requirements and LED screen usage
 - c. Coordinate, assist and secure all event vendors (food, beverage, arts, crafts, etc.)
 - d. Secure all permits (road closure DPW, assembly, fire, etc.) needed for successful execution of event
 - e. Manage BBQ contest, recruiting participants, coordinate with MCA for criteria, judging, integration into overall event program, trophies, meat sponsor, etc.
 - f. Identify and manage vendors (set up/breakdown)
 - g. Public safety coordination (GPD/GFD) and development of traffic control plan
 - h. Develop and manage event program to include contests, participants and entertainment
 - i. Identify and hire event team to assist with logistical requirements of event
 - j. Coordinate volunteer meals
 - k. Clean-up of area post-event, removal of garbage, etc.
 - l. Secure venue
 - m. Manage admission, registration, packet pickup, etc.
3. Sponsorship Solicitation
 - a. Develop sponsorship packet
 - b. Develop sponsorship agreement
 - c. Develop and manage sponsorship program (materials coordination, tracking sheet, solicitation of sponsors, administrative support)
 - d. Manage sponsor relationships
4. Marketing, Creative, Public Relations and Social Media Service
 - a. Develop overall look and feel for event promotional materials
 - b. Provide working files to GVB for dissemination to overseas offices
 - c. Develop and produce all event promotional materials
 - d. Develop and produce advertising campaign to support awareness of event
 - e. Manage printing of all promotional/event signage materials
 - f. Coordinate event photographer/videographer
 - g. Design event shirts
 - h. Develop and manage public relations/publicity plan (press conference, press releases, media interviews, notices, event coverage)
 - i. Develop and manage social media plan (ad development and coordination, posting schedule and content development, live recordings).

In my capacity as President and CEO for the Guam Visitors Bureau (GVB), I have made a reasonable inquiry regarding the availability among GVB employees or other government personnel and have determined that there are no available persons or person to perform the required services and that it is in the GVB's best interest to secure a contract for this solicitation. I have caused these determinations to be placed within the procurement record.


GERALD S.A. PEREZ
Acting President and CEO




LOURDES A. LEON GUERRERO
Honorable Governor
Maga'haga

JOHN 'JO' QUINATA
Executive Manager

P.O. Box 8770 Tamuning, GU 96933 • Tel: (671) 644-3180

JOSHUA F. TENORIO
Honorable Lt. Governor
Siguindo Maga'haga

ARTEMIO "RICKY" HERNANDEZ, Ph.D.
Deputy Executive Manager



REQUEST FOR PROPOSALS

**LEASE OF HANGAR AND OFFICE SPACE AT THE
A.B. WON PAT INTERNATIONAL AIRPORT, GUAM
RFP No. RFP-L01-FY25**

Deadline for Receipt of Written Questions
(Single Point of Contact)

12/13/2024, 5:00 p.m. (CHST)

Proposal Submission Deadline
(GIAA Admin Office - 3rd floor)

01/03/2025, 4:00 p.m. (CHST)

For additional information, contact Ms. Kathrine Bayson, the Single Point of Contact, via email at: giaarfp125@guamairport.net

The complete RFP packet and any addenda are available for public inspection at the GIAA Administration Office and for download from GIAA's website at www.guamairport.com. All Prospective Offerors must register by submitting to GIAA the Acknowledgment of Receipt Form included as part of this RFP. GIAA shall not be liable for failure to provide notice(s) or addenda to any prospective offeror who does not submit an Acknowledgment of Receipt Form. GIAA reserves the right to reject any and all proposals or offers and to waive any and all informalities, and such rejection or waiver will be in GIAA's best interest.

AD PAID FOR BY: ATURIDAT PUEYTON BAYSON, AISEN ENTERTAINMENT GUAM, INC.

**LAW OFFICE OF
FREDERICK J. HORECKY**

643 Chalan San Antonio
Suite 102B
Tamuning, Guam 96913
Telephone: (671) 646-87475
Facsimile: (671) 644-8403
E-Mail: horeckj@redactedguam.net

IN THE SUPERIOR COURT OF GUAM

HERMAN M. ULLORA,
Plaintiff,
v.
JOSE U. GARRIDO, et al.,
Defendants.

CIVIL CASE NO. CV0136-19

**NOTICE OF PRIVATE SALE
OF REAL PROPERTY**

NOTICE IS HEREBY GIVEN by the undersigned duly appointed Referee, by virtue of the Order filed April 2, 2024 in the above-captioned partition action, that commencing on and after January 6, 2025, I will sell at private sale to the highest bidder, subject to the

Office of the Attorney General
Douglas B. Moylan
Attorney General of Guam
Family Section, General Crimes Division
590 S. Marine Corps Drive, TTC Bldg., Ste. 706
Tamuning, Guam 96913 • USA
(671) 475-2595 • (671) 475-3343 (fax)
familydivision@agguam.org
Attorneys for the People of Guam

IN THE SUPERIOR COURT OF GUAM

IN THE INTEREST OF
E.W. (DOB: 06/13/2012),
R.S. (DOB: 06/30/2016),
R.S. (DOB: 06/14/2018),
and
D.W. (DOB: 11/07/2020),
Minors.

JUVENILE CASE NO. JP0782-22

Summons

To: **Richard Jeahler Leon Guerrero Santos, Natural Father**
181768 Helema Lane Lada Gardens, Dededo, Guam
TEL: (671) 632-8312/929-5782

You are hereby summoned to appear (via Zoom), before the **HONORABLE LINDA L. JINGLES**, at the Judiciary of Guam, Superior Court of Guam, 120 West O'Brien Drive, Hagåtña, Guam, for a court hearing on:

GUAM VISITORS BUREAU
INTERNATIONAL BUSINESS

REQUEST FOR PROPOSALS
**INTEGRATED COMMUNICATIONS,
ADVERTISING AND EVENT SUPPORT SERVICES**

GVB RFP 2025-002

The Guam Visitors Bureau (GVB), a public, non-stock, non-profit membership corporation, issues this Request for Proposal ("RFP") soliciting proposals from established individuals or companies to provide services as outlined in the Scope of Work for **GVB RFP 2025-002 INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES**.

The project shall begin with the contract signing date as the start date through September 30, 2025, for the remainder of FY2025, with the option to renew for up to two (2) fiscal years, subject to the availability of funds.

RFP packages can also be downloaded at no cost from GVB's website at https://go.opengovguam.com/bids/bids_list/gvb, or if obtained (in USB format) at the GVB office at 401 Pale San Vitores Road, Tumon, Guam (8:00 AM - 5:00 PM, Monday - Friday, excluding Guam holidays), a non-refundable \$25.00 fee will be required, payable in US\$ cash, bank wire transfer or major credit card (Visa, MasterCard, Discover, JCB).

Questions, if any, should be made in writing to the President and CEO, which can be dropped off at the GVB office; emailed to procurement@visitguam.org; or sent by fax to 671-646-8866 according to the timeline provided in the RFP.

GVB hereby notifies all offerors that it will affirmatively ensure that minority business enterprises will be afforded full opportunity to submit a response to this request for proposal and will not be discriminated against on the grounds of race, color or national origin in consideration for an award.


GVB reserves the right to reject any or all proposals, waive any imperfection in the proposal, or cancel this solicitation all according to law in the interest of the bureau. Direct or indirect contact with the GVB Management, Staff, Board Member, or any person participating in the selection process is prohibited.

The deadline for submission of proposals is no later than 12:00 p.m. (Chamorro Standard Time) on Friday, January 17, 2025.

/s/ **GERALD S.A. PEREZ**
Acting President and CEO

This advertisement was paid for by the *Tourist Attraction Fund*.

GUAM VISITORS BUREAU | SETTISHION BISTAN GUAHAN
401 Pale San Vitores Road | Tumon, GU 96913 | (671) 646-5276 | (671) 646-8868 fax
guamvisitorsbureau.com | info@visitguam.com





PUBLIC DEFENDER SERVICE CORPORATION



GVB RFP 2025-002

Integrated Communications, Advertising and Event Support Services

START DATE: December 27, 2024

Last Update:

DISTRIBUTION LOG

DUE DATE: January 17, 2025; 12noon

#	Date Sent	Name	Company	Email Address	Status
1	27-Dec			matanane@gimpros.com	
2	27-Dec			leann@rimsguam.com	
3	27-Dec			ernie.galito@akguam.com	
4	27-Dec			iquan@qfg-guam.com	
5	27-Dec			<monicaguzman@galaidegroup.com>	
6	27-Dec			dir_agency@glimpsesofguam.com	
7	27-Dec			kelli.wedd@8ronin.email	
8	27-Dec			accounting@idealadvertising.net	
9	27-Dec			artatks@gmail.com	
10	27-Dec			cathy.gogue@gmail.com	
11	27-Dec			admin@bigfishcreative.com	



GVB Procurement Office <procurement@visitguam.org>

GVB RFP 2025-002 Integrated Communications, Advertising, and Event Support Services

GVB Procurement Office <procurement@visitguam.org>

Fri, Dec 27, 2024 at 2:41 PM

To: GVB Procurement Office <procurement@visitguam.org>

Bcc: Therese Matanane <matanane@glmpros.com>, Leann Abonales <leann@rimsguam.com>, ernie.galito@akguam.com, iquan@qtg-guam.com, monicaguzman@galaidegroup.com, Sharleen Marchesseault <dir_agency@glimpsesofofguam.com>, kelli.wedd@bronin.email, accounting@idealadvertising.net, artatks@gmail.com, cathy.gogue@gmail.com, admin@bigfishcreative.com, Christine Lizama <chris.lizama@visitguam.org>, Dee Hernandez <dee.hernandez@visitguam.org>, Gerry Perez <gerry.perez@visitguam.org>, Nadine Leon Guerrero <nadine.leonguerrero@visitguam.org>

THIS IS BEING SENT TO YOU ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa adai: We invite you to visit the GVB website to review the recently posted GVB RFP 2025-002 Integrated Communications, Advertising, and Event Support Services. The deadline for submission of proposals is Friday, January 17, 2025 at 12:00pm.

For your convenience, here is the link: https://go.opengovguam.com/bids/bids_list/gvb

Thank you.

GVB Procurement Office



GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



GVB0055



GVB Procurement Office <procurement@visitguam.org>

Amendment No. 2 to GVB RFP 2025-002 Integrated Communications, Advertising, and Event Support Services

GVB Procurement Office <procurement@visitguam.org>

Fri, Jan 3, 2025 at 4:53 PM

To: GVB Procurement Office <procurement@visitguam.org>

Bcc: Dee Hernandez <dee.hernandez@visitguam.org>, Nadine Leon Guerrero <nadine.leonguerrero@visitguam.org>, Gerry Perez <gerry.perez@visitguam.org>, Christine Lizama <chris.lizama@visitguam.org>, matt@guamtime.net, Sharleen Marchesseault <dir_agency@glimpsesofofguam.com>, sierra@adztechguam.com, nowyouseemedia@gmail.com, kim.kieffer@bvk.com, Steve Ruder <steveruder@rimsguam.com>, matanane@thegreenlightgroup, sdeltang@bigfishcreative.com, Monica Okada Guzman <monicaguzman@galaidegroup.com>, "Marcos W. Fong" <managingdirector@glimpsesofofguam.com>, Jenevieve Sablan Ooka <jsablan@bigfishcreative.com>, dave@placemarkone.com, dcatherman@zimmerman.com, agency@idealadvertising.net, catherine@mantrasanafitness.com

THIS IS BEING SENT TO YOU ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa Adai: We invite you to visit the GVB website to view the recently posted **Amendment No. 2** for GVB RFP 2025-002 Integrated Communications, Advertising, and Event Support Services.

https://go.opengovguam.com/bids/bids_list/gvb

Thank you.

GVB Procurement Office



GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



GVB0115



AMENDMENT NO. 2

**INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES
GVB RFP 2025-002**

**AMENDED GVB RFP 2025-002 DATED JANUARY 3, 2025
(SUPERSEDES AND REPLACES THE PREVIOUSLY SENT GVB RFP 2025-002)**

January 3, 2025


THIS AMENDMENT NO. 2 SHALL FORM A PART OF THE CONTRACT DOCUMENTS.

The Guam Visitors Bureau advises that Amendment No. 2 is issued to REPLACE the previous Request for Proposal package entitled GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services for the following reason:

- 1. The document in Amendment No. 1 reflects an incorrect due date on pages 7, 8 and 15.

Offerors are requested to use this RFP packet dated January 3, 2025, for their reference and submission.

The submission date for GVB RFP 2025-002 is January 17, 2025, on or before 12:00 p.m.


GERALD S.A. PEREZ
Acting President and CEO

FOR POTENTIAL OFFERORS

PLEASE SIGN AND INCLUDE IN THE SUBMISSION AS PROOF OF ACCEPTANCE AND ACKNOWLEDGEMENT OF AMENDMENT NO. 2.

Printed Name

Company Name

Signature

Date



REQUEST FOR PROPOSAL

INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

GVB RFP NO. 2025-002

Re-submitted as Amendment No. 2
January 3, 2025



GUAM VISITORS BUREAU REQUEST FOR PROPOSAL	
RFP Number: GVB RFP NO. 2025-002	RFP Title: INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES
RFP Due Date and Time: January 17, 2025; 12:00 p.m. ChST	Number of Pages: 41; inclusive of the required affidavits/acknowledgements. Available online at https://go.opengovguam.com/bids/bids_list/gvb
ISSUING AGENCY INFORMATION	
GUAM VISITORS BUREAU	Issue Date: December 27, 2024
GERALD S.A. PEREZ Acting President and CEO	401 Pale San Vitores Road Tumon, Guam 96913 Phone: (671) 646-5278 Fax: (671) 646-8861 Website: www.guamvisitorsbureau.com
INSTRUCTIONS TO OFFERORS	
DELIVERY OF PROPOSAL By U.S. Mail or Deliver Only to the attention of: GERALD S.A. PEREZ Acting President and CEO Guam Visitors Bureau 401 Pale San Vitores Road Tumon, Guam 96913	MARK FACE OF ENVELOPE/PACKAGE: RFP Title: INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES RFP Number: GVB RFP 2025-002 RFP Due Date: January 17, 2025; 12:00 p.m. ChST SPECIAL INSTRUCTIONS: Mark "Confidential RFP Document" on envelope and in accordance with Section 1.7 of the RFP
IMPORTANT: SEE TERMS AND CONDITIONS AUTHORIZED OFFEROR MUST COMPLETE THE FOLLOWING	
OFFEROR NAME/MAILING ADDRESS:	AUTHORIZED OFFEROR SIGNATORY: (Please print name and sign in ink)
OFFEROR TITLE:	OFFEROR EMAIL ADDRESS:
OFFEROR TELEPHONE NUMBER:	OFFEROR FAX NUMBER:
OFFERORS MUST RETURN THIS COVER SHEET WITH RFP RESPONSE	



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U.S. DOL Wage Listing [attached separately]



OFFEROR'S RFP CHECKLIST

The 10 Most Critical Things to Keep in Mind When Responding to an RFP for GVB

1. **Read the *entire* document.** Note critical items such as: mandatory requirements; supplies/services required; submittal dates; number of copies required for submittal; contract requirements.
2. **Note the procurement officer's name, address, phone numbers, and e-mail address.** This is the only person you are allowed to communicate with regarding the RFP and is an excellent source of information for any questions you may have.
3. **Attend the pre-proposal conference** if one is offered. These conferences provide an opportunity to ask clarifying questions, obtain a better understanding of the project, or to notify GVB of any ambiguities, inconsistencies, or errors in the RFP.
4. **Take advantage of the "question and answer" period.** Submit your **written** questions to the procurement officer by the due date listed in the Schedule of Events and view the answers given. Should an addendum be required, GVB will issue a formal "addendum" for the RFP. All addenda issued for an RFP are posted on GVB's website.
5. **Follow the format required in the RFP** when preparing your response. **Provide point-by-point responses to all sections in a clear and concise manner. Submitted proposal must signed by the person authorized to bind/contract (see page 2 of this RFP).**
6. **Provide complete answers/description.** Read and answer all questions and requirements. Don't assume GVB or evaluation committee will know what your company capabilities are or what items/services you can provide, even if you have previously contracted with GVB. The proposals are evaluated based solely on the information and materials provided in your response.
7. **Use the forms provided, i.e., cover page, "ALL" Affidavit forms, etc. – NOTE: all affidavits must be notarized.**
8. **Check the GVB website for RFP addenda.** Before submitting your response, check the GVB website at www.guamvisitorsbureau.com to see whether any addenda were issued for the RFP. If so, you must submit a signed copy of the addendum for each addendum issued along with your RFP response.
9. **Review and read the RFP document again** to make sure that you have addressed all requirements. Your original response and the requested copies must be identical and be complete. The copies are provided to the evaluation committee members and will be used to score your response.
10. **Submit your response on time.** Note all the dates and times listed in the Schedule of Events and within the document and be sure to submit all required items on time. Late proposal responses are *never* accepted.

This checklist is provided for assistance only and should not be submitted with the Offeror's Response.



SCHEDULE OF EVENTS

INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES
GVB RFP 2025-002

<u>DATE</u>	<u>EVENT</u>
December 27, 2024 (FRI)	RFP Issue Date/Public Announcement RFP packets available at GVB website or GVB office at 401 Pale San Vitores Road, Tumon
January 2, 2025 (THU)	12:00 p.m. Deadline to submit written questions *GVB response will be provided directly to all registered participants via email and posted on in the procurement website
January 17, 2025 (FRI)	12:00 p.m. RFP submission deadline



INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

The Guam Visitors Bureau (GVB), a public, non-stock, non-profit membership corporation, issues this Request for Proposal ("RFP") soliciting proposals from established individuals or companies to provide services as outlined in the Scope of Work for GVB RFP 2025-002 INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES.

The project shall begin with the contract signing date as the start date through September 30, 2025, for the remainder of FY2025, with the option to renew for up to two (2) fiscal years, subject to the availability of funds.

RFP packages can also be downloaded at no cost from the GVB website at https://go.opengovguam.com/bids/bids_list/gvb or obtained (in USB format) at the GVB Office, 401 Pale San Vitores Road, Tumon, Guam, 8:00 a.m. – 5:00 p.m., Monday – Friday, excluding Guam holidays. A non-refundable \$25.00 fee is required for each packet picked up at the GVB office payable in US\$ cash, bank wire transfer or major credit card (Visa, MasterCard, Discover, JCB).

Questions, if any, should be made in writing to the President and CEO, which can be dropped off at the GVB office; emailed to procurement@visitguam.com; or sent by fax to 646-8861 according to the timeline provided in the RFP.

GVB hereby notifies all bidders that it will affirmatively ensure that minority business enterprises will be afforded full opportunity to submit a response to this request for proposal and will not be discriminated against on the grounds of race, color or national origin in consideration for an award.

GVB reserves the right to reject any or all proposals, waive any imperfection in the proposal, or cancel this solicitation all according to law in the interest of the bureau. Direct or indirect contact with GVB Management or Staff, Board Members, or any person participating in the selection process is prohibited.

The deadline for submission of proposals is no later than 12:00 p.m. (Chamorro Standard Time) on Friday, January 17, 2025.

/s/ GERALD S.A. PEREZ
Acting President and CEO



SECTION 1

REQUEST FOR PROPOSALS OVERVIEW

1.0 Intent

The Guam Visitors Bureau (GVB) is seeking visionary businesses to play a pivotal role in establishing the island as a premier destination in the Asia-Pacific region. We are looking for partners who can:

- Elevate Guam’s global brand identity by showcasing the rich CHamoru culture—a tapestry of history, traditions, and vibrant expression.
- Highlight the island’s pristine natural beauty, from its crystal-clear waters and lush landscapes to its unspoiled ecosystems.
- Harness Guam’s strategic location to create and host world-class events that draw international acclaim.

Key Goals

1. Cultural Preservation & Promotion
 - a. Highlight the CHamoru culture through cultural festivals, culinary events, and educational campaigns.
 - b. Partner with local artisans, performers, and historians to ensure authenticity.
2. Tourism Development Through Events
 - a. Organize flagship events like international sports competitions, cultural expos, and eco-tourism summits.
 - b. Use Guam’s beaches and heritage sites as iconic venues for global and regional gatherings.
3. Strategic Brand Positioning
 - a. Position Guam as America in Asia, leveraging its geopolitical significance and accessibility.
 - b. Focus on themes of adventure, relaxation, and cultural immersion in marketing efforts.
4. Sustainability and Community-Centric Growth
 - a. Ensure that events and branding initiatives align with sustainable tourism practices.
 - b. Actively involve local communities to foster pride and shared responsibility.
5. Digital Marketing & Storytelling
 - a. Use social media campaigns, video storytelling, and influencer partnerships to amplify Guam’s visibility.
 - b. Develop a strong digital presence showcasing Guam’s cultural uniqueness and event offerings.

The contractual obligation of both parties shall be for three consecutive fiscal years, commencing upon award through September 30, 2025 for FY2025 with the option to renew through FY2028, subject to fiscal year-end performance reviews, availability and certification of funds from fiscal year to fiscal year.



1.1 Scope of Work

This initiative emphasizes fostering deep community engagement, preserving Guam's heritage, and promoting sustainable growth in line with the island's core values and environmental stewardship. GVB needs a business equipped with expertise, creativity, and commitment to deliver transformative results to join us in positioning Guam as a world-class destination that resonates with global audiences while honoring its unique essence.

Communications & Advertising Scope of Work

1. Provide full agency services, including marketing and communications consultation and planning, public relations, communications expertise, creative development, account management, production management, event management, media planning, procurement and analysis, stakeholder communications and execution of projects.
2. Develop an overall strategy for advertising and promotions communicating GVB's core message. The Agency should provide imaginative ideas and recommendations to assist GVB.
3. Develop marketing tactics to include industry and community buy-in for Guam's recovery strategies.
4. Provide strategic input, creative development, account management, media planning and buying and program implementation on all media campaigns.
5. Provide strategic counsel around the integration and development of current and potential marketing channels (including, but not limited to, on-site, publications, marketing collateral materials, events, on-line, (SNS) social networking services e.g., Instagram, Twitter, Facebook, YouTube, etc., direct mail).
6. Develop crisis communications strategy and escalation processes for acute and large-scale emergency situations. Provides strategic counsel for GVB and Guam in overcoming any potential negative perception of Guam as a safe, secure visitor destination.
7. Encompass marketing objectives with community stakeholder objectives and initiatives such as the partnerships developed with the village mayors, Guam Hotel & Restaurant Association, University of Guam, Guam Community College, Tourism Education Council, Guam Chamber of Commerce, Japan Guam Travel Association, Korea Guam Travel Association. and high school tourism clubs.

Metrics & Reporting

1. Provide a communications plan with budget projections and activities with clearly indicated Key Performance Indicators (KPIs).



2. Manage all daily activities through GVB's customer relationship management system. Draft monthly report that includes any and all success in product development, product placement, industry outreach, media and public relations, and other activities.
3. Provide weekly reports to include but not limited to work performed, contacts, media buys, trade activities, marketing campaigns, and press coverage due on the Monday of each week.
4. Provide a summary report at the end of the contract term.
5. Ensure proper and accurate representation of CHamoru culture, traditions, and arts.

Events Support Scope of Work

1. Accounting/Administration/Media
 - a. Development and management of event budget (provide GVB with regular budget/accounting updates)
 - b. Management of third-party goods and services as requested and approved by GVB
 - c. Organize and lead weekly work in progress update meetings with GVB
 - d. Produce meeting minutes/summary
 - e. Coordinate placement of all advertising
2. Event Management Services
 - a. Identify vendor and coordinate stage design and building
 - b. Coordinate lighting and stage décor, electrical requirements for the event, tents; all sound and lighting requirements and LED screen usage
 - c. Coordinate, assist and secure all event vendors (food, beverage, arts, crafts, etc.)
 - d. Secure all permits (road closure DPW, assembly, fire, etc.) needed for successful execution of event
 - e. Manage BBQ contest, recruiting participants, coordinate with MCA for criteria, judging, integration into overall event program, trophies, meat sponsor, etc.
 - f. Identify and manage vendors (set up/breakdown)
 - g. Public safety coordination (GPD/GFD) and development of traffic control plan
 - h. Develop and manage event program to include contests, participants and entertainment
 - i. Identify and hire event team to assist with logistical requirements of event
 - j. Coordinate volunteer meals
 - k. Clean-up of area post-event, removal of garbage, etc.
 - l. Secure venue
 - m. Manage admission, registration, packet pickup, etc.
3. Sponsorship Solicitation
 - a. Develop sponsorship packet
 - b. Develop sponsorship agreement

- c. Develop and manage sponsorship program (materials coordination, tracking sheet, solicitation of sponsors, administrative support)
 - d. Manage sponsor relationships
4. Marketing, Creative, Public Relations and Social Media Service
- a. Develop overall look and feel for event promotional materials
 - b. Provide working files to GVB for dissemination to overseas offices
 - c. Develop and produce all event promotional materials
 - d. Develop and produce advertising campaign to support awareness of event
 - e. Manage printing of all promotional/event signage materials
 - f. Coordinate event photographer/videographer
 - g. Design event shirts
 - h. Develop and manage public relations/publicity plan (press conference, press releases, media interviews, notices, event coverage)
 - i. Develop and manage social media plan (ad development and coordination, posting schedule and content development, live recordings).

1.2 RFP Process

It is in the best interest of the Offeror to register online and download the complete RFP solicitation packet at https://go.opengovguam.com/bids/bids_list/gvb; or by registering at GVB if the packet is obtained at the GVB office at 401 Pale San Vitores Road, Tumon, Guam 96913.

All inquiries pertaining to this RFP are to be addressed to the President and CEO, acting in the capacity of the Chief Procurement Officer, Guam Visitors Bureau, 401 Pale San Vitores Road, Tumon, Guam 96913. From the date of issuance of this RFP until the award of any contract, Prospective Offerors are not permitted to contact GVB Board of Directors, management, employees, and/or the Selection Committee related to this solicitation, except as provided for in these instructions. Offerors who violate this requirement will be disqualified.

The President and CEO or designee(s) will coordinate all questions through GVB Procurement and will respond in writing. The President and CEO may also be contacted at (671) 646-5278, or via email at procurement@visitguam.org. If an addendum is required, it will be issued and posted on the GVB procurement website.

If it becomes necessary to revise or amend any part of this RFP, GVB will publish a revision by written addendum on its website and notify all prospective Offerors who have registered. Offerors will be responsible for adhering to the requirements of any addenda to this RFP.

GVB hereby notifies all offerors that it will affirmatively ensure that in any contract entered into pursuant to this solicitation, minority business enterprises will be afforded full opportunity to submit a response to this request for proposal and will not be discriminated against on the grounds of race, color or national origin in consideration for an award.



The right is reserved to reject any or all proposals or bids, waive any imperfection in the bid proposal or cancel this solicitation all according to law in the interest of GVB.

Offerors are to rely, for information regarding this RFP, on the RFP itself and information provided by the President and CEO as indicated in the introduction to this RFP. GVB is not responsible for any misinformation received from other sources.

The responsibility for submitting a response to this RFP on or before the stated time and date will be solely and strictly that of the Offeror. GVB will in no way be responsible for delays caused by the U.S. Post Office, courier services, or by any entity or by any occurrence.

By submitting a Proposal, the Offeror agrees to accept and abide by the terms of this RFP. GVB reserves the right to reject any or all submittals, to waive any informality or irregularity, and to accept any submittals which it may deem to be in the best interest of GVB and the territory.

1.3 RFP Submission Criteria

- A. Each Offeror shall submit five (5) complete sets of the written proposal: one (1) marked "ORIGINAL" and four (4) marked "COPY."
- B. An official authorized to legally bind the Offeror to all RFP provisions contained herein shall sign the proposal cover sheet (see page 2) and a cover letter that agrees to accept and abide by the terms of this RFP. Submittals will be considered incomplete if they do not bear the signature of an agent of the Offeror who is in a position to contractually bind the Offeror.
- C. Terms and conditions differing from those set forth in this RFP may be cause for disqualification of the proposal.
- D. Offeror must designate those portions of their proposal, if any, they believe contain trade secrets or proprietary data which Offeror wants to keep confidential.
- E. Offeror must organize proposal into sections that follow the format of this RFP, with tabs separating each section. A point-by-point response to all numbered sections, subsections and appendices is required. If no explanation or clarification is required in the Offeror's response to a specific subsection, the Offeror shall indicate so in the point-by-point response or utilize a blanket response for the entire section with the following statement: **"(Offeror's Name) understands and will comply."**

1.4 Requests for Clarification

- A. It is incumbent upon each Offeror to carefully examine all specifications, terms, and conditions contained in the RFP. Any inquiry regarding this solicitation must be made in writing and in accordance with the requirements of this RFP. To be considered, inquiries must be addressed to GVB's point of contact set forth above.



- B. GVB will issue responses to inquiries in writing prior to the date on which proposals are due. GVB will email, airmail, and post on the GVB website said responses to each person recorded as having been furnished with a copy of this RFP, and prospective Offerors are responsible for ensuring that they receive all such responses. To ascertain whether GVB issued such responses with respect to this RFP, prospective Offerors may contact GVB's point of contact as set forth above.
- C. Prospective offers and Offerors should not rely on any representations, statements, or clarifications not made in this RFP or in a formal GVB response. GVB will not be responsible for any oral representation(s) given by any employee, representative, or other individual. The issuance of a written addendum is the only official method by which interpretation, clarification, or additional information can be given.
- D. Prospective Offerors are advised that, from the date of issuance of this RFP until the award of any contract, they are not permitted to contact GVB Board of Directors or employees, and/or the Selection Committee related to this solicitation, except for GVB's designated point of contact as set forth above. Offerors who violate this requirement will be disqualified.

1.5 Schedule of Events

Offerors must abide by the Schedule of Events as indicated on page 7 of this RFP.

1.6 RFP Closing Date

Proposals shall be submitted to GVB no later than **12:00 p.m. Chamorro (Guam) Standard time, January 17, 2025 (FRI)** at 401 Pale San Vitores Road, Tumon, Guam, 96913. Proposals received after this date and time will not be considered.

1.7 Delivery of Proposals

Original submission may be delivered to GVB as follows; or refer to Section 1.3 for electronic submission information.

All proposals shall be sealed and delivered or mailed to:

ATTN: **GERALD S.A. PEREZ**
GVB Acting President and CEO
401 Pale San Vitores Road
Tumon, Guam 96913

Mark package(s): **YOUR COMPANY NAME**
SUBMISSION IN RESPONSE TO
GVB RFP NO. 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES
CONFIDENTIAL DOCUMENT ENCLOSED





Note: Please ensure that if a third-party carrier (Federal Express, Airborne, UPS, USPS, etc.) is used, that it is properly instructed to deliver your proposal only to GVB at the address noted above and that the COVER of the package clearly identifies your company name and solicitation number and title. To be considered, a proposal must be received and accepted by GVB before the RFP closing date and time.

1.8 Offeror's Responsibilities

An Offeror, by submitting a proposal, represents that:

- A. The Offeror has read and understands the RFP in its entirety and that the proposal is made in accordance therewith, and;
- B. The Offeror possesses the capabilities, resources, and personnel necessary to provide efficient and successful service to GVB, and;
- C. Before submitting a proposal, each Offeror shall make all investigations and examinations necessary to ensure that they can comply with the requirements affecting the full performance of the contract and to verify any representations made by GVB upon which the Offeror will rely. If the Offeror receives an award because of its proposal submission, failure to have made such investigations and examinations will in no way relieve the Offeror from its obligations to comply in every detail with all provisions and requirements of the contract, nor will a plea of ignorance of such conditions and requirements be accepted as a basis for any claim by the Offeror for additional compensation or relief.
- D. Failure to comply with instructions on proposal assembly may be subject to point deductions. GVB may also choose not to evaluate, may deem non-responsible, and/or may disqualify from further consideration any proposals that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.

1.9 Conflict of Interest

All Offerors shall complete and have notarized the attached affidavits and disclosure forms of any potential conflict of interest that an Offeror may have due to ownership, other clients, contracts, or interests associated with this RFP.

1.10 Certificates

GVB reserves the right to require proof that the Offeror is an established business and is abiding by the regulations and laws of Guam, such as but not limited to occupational licenses and business licenses.

Offeror shall attach a copy of its business license. Offeror shall include all current licenses, certifications, and any additional documentation that illustrates the Offeror's qualifications to perform the services specified in this RFP.





1.11 Presentations by Offerors

GVB at its sole discretion may ask individual Offerors to make oral presentations and/or demonstrations without charge to GVB.

GVB reserves the right to require any Offeror to demonstrate to the satisfaction of GVB that the Offeror has the requisite ability to properly furnish the services and requirements of this RFP. The demonstration must satisfy GVB and GVB shall be the sole judge of compliance.

Should oral presentations and/or demonstrations be requested, Offeror must be represented by either the CEO/President and/or the Offeror's official company representative for this account. Offeror may not use service of a 3rd party vendor.

Offerors are cautioned not to assume that presentations will be required and should include all pertinent and required information in their original proposal package.

1.12 Award

GVB reserves the right to award the contract to the Offeror that GVB deems to be the best qualified. In addition, GVB at its sole discretion, reserves the right to cancel this RFP, to reject any and all proposals, to waive any and all informalities and/or irregularities, or to re-advertise with either the identical or revised specifications, if it is deemed to be in the best interest of the territory of Guam.

This RFP does not commit GVB to award a contract. GVB shall not be responsible for any cost or expense, which may be incurred by the Offeror in preparing and submitting the proposal called for in this RFP, or any cost or expense incurred by the Offeror prior to the execution of a contract.

1.13 Records and Right to Audit

The Offeror shall maintain such financial records and other records as may be prescribed by GVB or by applicable federal and local laws, rules, and regulations.

1.14 Offeror's Personnel

- A. The Offeror shall comply with all:
 1. Federal laws, Local laws, regulations, and labor union agreements governing work hours; and
 2. Labor regulations including collective bargaining agreements, workers' compensation, working conditions, fringe benefits, and labor standards or labor contract matters.
- B. The Offeror shall indemnify and hold GVB harmless from all claims arising out of the requirements of this provision. This indemnity includes the Offeror's obligation to defend and/or resolve, without cost to GVB, any claims or litigation concerning allegations that the Offeror or GVB, or both, have



not fully complied with local labor laws or regulations relating to the performance of work required by the contract.

1.15 Termination / Cancellation of Contract

GVB reserves the right to cancel the contract without cause with a minimum thirty (30) days written notice. Termination or cancellation of the contract will not relieve the Offeror of any obligations for any deliverables entered into prior to the termination of the contract (i.e. reports, statements of accounts, etc., required and not received).

Termination or cancellation of the contract will not relieve the Offeror of any obligations or liabilities resulting from any acts committed by the Offeror prior to the termination of the contract.

Termination for Default. GVB shall notify the Offeror in writing of deficiencies or default in the performance of its duties under the contract and the Offeror shall have ten (10) calendar days to correct same or to request, in writing, a hearing. GVB shall hear and act upon same within twenty (20) calendar days from receipt of said request and shall notify the Offeror of said action. The action by GVB shall be either to confirm, in whole or in part, the specified deficiencies or default, or to relieve the Offeror of responsibilities for said deficiencies or default, or find that there are no deficiencies or default, or such action as deemed necessary in the judgment of GVB. Failure of the Offeror to remedy said specified items of deficiency or default in the notice by GVB within ten (10) calendar days of receipt of such notice of such decision, shall result in the termination of the contract, and GVB shall be relieved of any and all responsibilities and liabilities under the terms and provisions of the contract.

1.16 Independent Contractor Relationship

Offeror shall provide the services required herein strictly under a contractual relationship with GVB and is not, nor shall be, construed to be an agent or employee of GVB. As an independent contractor, the Offeror shall pay any and all applicable taxes required by law and shall comply with all pertinent federal and local statutes. Benefits for Offeror, its employees and subcontractors shall be the sole responsibility of the Offeror including, but not limited to, health and life insurance, mandatory social security, retirement, liability/risk coverage, and workers and unemployment compensation.

The Offeror shall hire, compensate, supervise, and terminate members of its work force, and shall direct and control the manner in which work is performed including conditions under which individuals will be assigned duties, how individuals will report, and the hours individuals will perform.

The Offeror shall not be provided special space, facilities, or equipment by GVB to perform any of the duties required by the contract nor shall GVB pay for any business, travel, or training expenses or any other contract performance expenses not specifically set forth in the specifications.

Prior to commencing work, the successful Offeror will be required to sign a written contract incorporating the specifications and terms of the RFP and the response thereto. The contractual obligation of both parties in each fiscal period succeeding the first is subject to the appropriation and availability of funds therefore.



Upon expiration of the final contract term, the President and CEO may have the option to extend contract for a period not to exceed 90 days from the ending term date, or until such time GVB is able to secure a new contract.

1.17 Assignment/Subcontract

The Offeror shall not assign, transfer, convey, sublet, or otherwise dispose of any award or of any of its rights, title, or interests therein, without the prior written consent of GVB. Subcontractors shall be subject to all provisions of the resulting contract. GVB shall approve any requests for assignments and/or subcontracting prior to execution.

1.18 Governing Laws

Except to the extent federal law is applicable, the laws and regulations of Guam shall govern the interpretation, effect, and validity of the RFP and any contract resulting from this RFP. Venue of any court action shall be in Guam. In the event that a suit is brought for the enforcement of any term of the contract, or any right arising there from, the parties expressly waive their respective rights to have such action tried by jury trial and hereby consent to the use of non-jury trial for the adjudication of such suit.

Any dispute arising under or out of this RFP and/or contract is subject to the provisions of Title 2 Guam Administrative Rules and Regulations, Division 4 (Procurement Regulations), Chapter 9 (Legal and Contractual Remedies); Title 5 Guam Code Annotated, Chapter 5 (Guam Procurement Law), Article 9 (Legal and Contractual Remedies); and any other applicable laws, statutes, or regulations.

1.19 Indemnification of GVB

The Offeror shall indemnify, hold harmless, and defend GVB, its officers, agents, and employees from or on account of any claims losses, expenses, injuries, damages, actions, lawsuits, judgments, or liability resulting or arising from Offeror's performance or nonperformance of services pursuant to the contract, excluding any claims, losses, expenses, injuries, damage, or liability resulting or arising from the actions of GVB, its officers, agents, or employees. The indemnification shall obligate the Offeror to defend at its own expense or to provide for such defense, at GVB's option, any and all claims and suits brought against GVB, which may result from Offeror's performance or nonperformance of services pursuant to the contract.

1.20 Modifications Due to Public Welfare or Change in Law

GVB shall have the power to make changes in the contract as the result of changes in law and to impose new rules and regulations on the Offeror under the contract relative to the scope and methods of providing services as shall, from time-to-time, be necessary and desirable for the public welfare. GVB shall give the Offeror notice of any proposed change and an opportunity to be heard concerning those matters. The scope and method of providing services as referenced herein shall also be liberally construed to include, but is not limited to, the manner, procedures, operations and obligations, financial or otherwise, of the Offeror. In the event of any future change in federal or Guam laws, GVB materially alters the obligations of the Offeror, or



the benefits to GVB, then the contract shall be amended consistent therewith. Should these amendments materially alter the obligations of the Offeror, then the Offeror or GVB shall be entitled to an adjustment in the rates and charges established under the contract. Nothing contained in the contract shall require any party to perform any act or function contrary to law. GVB and the Offeror agree to enter into good faith negotiations regarding modifications to the contract, which may be required in order to implement changes in the interest of the public welfare or due to change in law. When such modifications are made to the contract, GVB and the Offeror shall negotiate in good faith, a reasonable and appropriate adjustment for any changes in services or other obligations required of the Offeror directly and demonstrably due to any modification in the contract under this clause.

1.21 Force Majeure

GVB and the Offeror will exercise every reasonable effort to meet their respective obligations as outlined in the RFP and the ensuing contract, but shall not be liable for delays resulting from force majeure or other causes beyond their reasonable control, including but not limited to, compliance with any government law or regulation, acts of God, acts or omissions of the other party, government acts or omissions, fires, strikes, national disasters, wars, riots, transportation problems, and/or any other cause whatsoever beyond the reasonable control of the parties. Any such cause will extend the performance of the delayed obligation to the extent of the delay so incurred.

1.22 Confidential or Proprietary Information

Proposals of Offerors who are not awarded the contract shall not be opened to public inspection but will be part of the official procurement record. After award, the proposal of the Offeror receiving a contract will become available for public inspection. If the Offeror selected for award has requested in writing upon submission of Proposal the non-disclosure of trade secrets or other proprietary data so identified, GVB shall examine the designated information to determine whether such information shall be considered proprietary. If GVB and Offeror are unable to agree as to the disclosure of certain portions of Offeror's proposal, GVB shall inform the Offeror in writing what portion of the proposal will be disclosed and that, unless the Offeror withdraws the proposal, or protests under 5 GCA Article 9 (Legal and Contractual Remedies) of the Guam Procurement Law, the information may be so disclosed. (See also Title 2, Guam Administrative Regulations, Division 4, Section 3114(h)(1)).

1.23 Submission of Fee(s)

The Offeror determined to be best qualified will be notified to submit to GVB, at a time specified by GVB and prior to commencement of negotiations, their fee to perform the required services.

SECTION II

EVALUATION PROCEDURE AND CRITERIA

2.0 Evaluation Process

Selection of the best qualified offeror will be based on the qualifications, experience, and commitment of the Offeror's lead and support individuals proposed for this RFP, and the Offeror's plan of action. GVB plans to negotiate a contract with the best-qualified Offeror for the required services at a compensation rate

determined in writing to be fair and reasonable.

2.1 Evaluation Committee

The GVB Acting President and CEO will form an Evaluation Committee. Evaluations may be conducted as a group or individually, however, each Evaluator shall use the same evaluation form and the results compiled to present a cumulative score with recommendation(s) to the President and CEO. The President and CEO shall then request the approval of GVB's Board of Directors approval to enter into negotiations with the best-qualified Offeror.

2.2 Evaluation Criteria & Scale

The Evaluation Committee will review and evaluate all offers according to the established criteria contained herein based on a maximum possible value of 100 points. All proposals must include the following and will be scored by the point scale provided:

A. 50 points. Qualifications & Experience: All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:

- A.1 Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.
- A.2 Identify the team members and any other key staff personnel to be involved in this project, including their resumes and the roles of each who will perform the services pursuant to this RFP.
- A.3 Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.

B. 5 points. Demonstrated Capability and Capacity to Respond.

- B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.
- B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for whom your firm provided the work.
- B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.

C. 5 points. Quality & Responsiveness. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:



- C.1 Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies.
- C.2 Affidavits (attached) notarized in the state or territory of the offeror’s principal place of establishment.
- C.3 At a minimum the Offeror shall provide:
 - (a) Name and address of offeror
 - (b) Age of Offeror’s business
 - (c) List of all subcontractors for this project.

D. 40 points. Plan of Performance – Approach & Strategy.

To evaluate the agency’s qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan:

- D.1. Branding/Image Building (20 points)
 - a. Explain proposed strategic approach to change, alter or reinforce Guam’s image (if necessary).
 - b. Demonstrate year-round plan for branding consistency.
 - c. Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan.
 - d. Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.
- D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points)
 - a. Explain proposed positioning and communications plan for summer season travel to Guam in 2025.
 - b. Present campaign objectives and desired target market segments.
 - c. Present campaign creative images and suggested communication plan necessary to reach objectives.
 - d. Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.
- D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.

TOTAL MAXIMUM POINTS.....(100 Points)

GVB reserves the right to use any information or additional references deemed necessary to establish the ability of the Offeror to perform the conditions of the contract. Negative references may be grounds for proposal disqualification.





2.3 Investigation and Rejection

GVB reserves the right to conduct any investigation deemed necessary as to the background, qualifications, experience, and record of performance of any Offeror, and to reject any or all proposals if deemed necessary in the public interest. GVB shall review and determine whether an Offeror has the necessary qualifications, staffing, management, and experience required to properly conduct the work in accordance with all applicable laws, statutes, and regulations.

SECTION III	INSTRUCTIONS TO OFFERORS
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3.0 Defined Terms

The terms used in these Instructions to Offerors are defined in Guam's procurement laws and regulations have the same meanings assigned to them in this RFP. The term "Offeror" means one who submits a proposal directly to GVB, as distinct from a sub-offeror who submits a proposal to the Offeror. The term "successful Offeror" means the best-qualified Offeror for the required services to whom GVB (on the basis of GVB's evaluation as hereinafter provided) makes an award. The term "request for proposals documents" includes the invitation to submit a proposal, instructions to Offerors, and all addenda. The term "GVB" means the Guam Visitors Bureau and vice versa. The term "price data" are factual information concerning prices, including profit, for supplies, services, or construction substantially similar to those being procured. In this definition, "prices" refer to offered or proposed selling prices, historical selling prices, and current selling prices of such items. This definition of "prices" refers to data relevant to both prime and subcontract prices. The term "cost data" are information concerning the actual or estimated cost of labor, material, overhead, and other cost elements which have been actually incurred or which are expected to be incurred by the contractor in performing the contract.

3.1 Type of Procurement

This procurement is a Request for Proposal (RFP).

3.2 Language of Proposal

The proposal prepared by the Offeror and all correspondence and documents relating to the proposal exchanged by the Offeror and GVB shall be written in the English language. Supporting documents and printed literature furnished by the Offeror with the proposal may be in another language provided they are accompanied by an appropriate translation of relevant passages in the English language. For the purpose of interpretation of the proposal, the English language translation shall prevail.

3.3 Familiarity with Laws

The Offeror is assumed to be familiar with all U.S. federal and Guam laws that in any manner affect the work to be performed under this RFP. Ignorance will in no way relieve Offeror from responsibility.

3.4 Signature on Proposal

The Offerors must sign their proposals correctly. If the proposal is made by an individual, said individual's



name and mailing address must be shown. If made by a firm or partnership, the name and mailing address of each member of the firm or partnership must be shown. If made by a corporation, the person signing the proposal shall show the name of the country, state, or territory under the laws of which the corporation was chartered, and the names and business address of its president, secretary, and treasurer. A proposal submitted by a joint venture must be accompanied by the document of formation of the joint venture, duly registered and authenticated by a notary public, in which is defined precisely the conditions under which it will function, its period of duration, the persons authorized to represent and obligate it, the participation of the several firms forming the joint venture, the principal member of the joint venture, and address for correspondence for the joint venture. The Offeror is advised that the joint venture agreement must include a clause stating that the members of the joint venture are severally and jointly bound by the terms of the contract.

3.5 Currencies of Proposal and Payment

All rates and prices in the proposal and all payments to the Offeror shall be in the currency of the United States of America.

3.6 Modification or Withdrawal of Proposals

Proposals may be modified or withdrawn at any time prior to the submission date.

3.7 Receipt, Opening and Recording of Proposals

Upon receipt, each proposal and/or modification will be time-stamped, held in a secure place, and not be opened until the proposal closing date. The only acceptable evidence to establish the date and time of receipt at GVB is the date and time stamp of the GVB Head Office on the wrapper or other documentary evidence of receipt maintained by GVB. Proposals and modifications shall not be opened publicly but shall be opened in the presence of two or more GVB procurement officials. After the date established for receipt of proposals, a registrar of proposals will be prepared which shall include all proposals, the name of each Offeror, the number of modifications received, if any, and a description sufficient to identify the service item offered. The registrar of proposals shall be opened to public inspection only after award of the contract. Proposals and modifications shall be shown only to GVB procurement personnel having an interest in them.

3.8 Evaluations and Discussions

- A. Evaluation: GVB will evaluate all proposals submitted and may conduct discussions with any Offeror. The purpose of such discussions shall be to:
 - 1. Determine in greater detail such Offeror's qualifications; and
 - 2. Explore with the Offeror the scope and nature of the required services, the Offeror's proposed method of performance, and the relative utility of alternative methods of approach.
- B. Non-Disclosure of Information: Discussions shall not disclose any information derived from proposals submitted by other Offerors, and GVB shall not disclose any information contained in any proposals

until after award of the proposed contract has been made. The proposal of the Offeror awarded the contract shall be opened to public inspection except as otherwise provided for in the contract. The proposals of the Offerors who are not awarded the contract shall not be opened to public inspection.

- C. **Selection of the Best Qualified Offeror:** Upon completion of the validation of qualifications, evaluations, and discussions, GVB shall select, in the order of their respective qualification ranking, no fewer than three (3) acceptable Offerors, or such lesser number if less than three (3) acceptable proposals were received, deemed to be the best qualified to provide the required services.
- D. **Submission of Cost or Pricing Data:** The Offeror determined to be the best qualified shall be required to submit cost or pricing data to GVB at a time specified by GVB prior to the commencement of negotiations.

3.9 Negotiations

- A. **General:** GVB shall negotiate a contract with the best-qualified Offeror for the required services at a compensation determined in writing to be fair and reasonable.
- B. **Elements of Negotiation:** Contract negotiations shall be directed toward:
 - 1. Making certain that the Offeror has a clear understanding of the scope of work, specifically, the essential requirements involved in providing the required services.
 - 2. Determining that the Offeror will make available the necessary personnel and facilities to perform the services within the required time.
 - 3. Agreeing upon compensation, which is fair and reasonable, taking into account the estimated value of the required services, and the scope, complexity, and nature of such services.

3.10 Successful Negotiation of Contract With Best-Qualified Offeror

If compensation, contract requirements, and contract documents can be agreed upon with the best-qualified Offeror, and subject to Board approval, the contract shall be awarded to that Offeror. Written notice of award shall be public information and made a part of GVB's procurement file.

3.11 Failure to Negotiate Contract With Best-Qualified Offeror

- A. If compensation, contract requirements, or contract documents cannot be agreed upon with the best qualified Offeror, a written record stating the reasons therefore shall be placed in the procurement file and GVB shall advise such Offeror of the termination of negotiations which shall be confirmed by GVB's written notice to such Offeror.
- B. Upon failure to negotiate a contract with the best-qualified Offeror, GVB may enter into negotiations with the next most qualified Offeror. If compensation, contract requirements, and contract



documents can be agreed upon, then the contract shall be awarded to that Offeror. If negotiations again fail, negotiations shall be terminated as set forth in paragraph 3.11(A) above and new negotiations shall commence with the next qualified Offeror.

- C. Should GVB be unable to negotiate a contract with any of the Offerors initially selected as the best qualified Offerors, offers may be resolicited, or additional Offerors may be selected based on original, acceptable submissions in the order of their respective qualification ranking and negotiations may continue until an agreement is reached and the contract is awarded.

3.12 Cancellation of Solicitation; Delays

GVB reserves the right to cancel or to withdraw this RFP as provided in law and regulation, to delay any GVB determination required by the RFP, or to reject all proposals, or any individual proposal in whole or in part at any time prior to the final award in the best interest of GVB as provided in law and regulation. The reasons for the cancellation, delay, or rejection shall be made a part of the procurement file and shall be available for public inspection.

- A. After opening of the proposals, but prior to award, all proposals or any individual proposal in whole or in part, may be rejected when GVB determines in writing that such action is in the best interest of the territory of Guam for reasons including but not limited to:
1. The supplies or services being procured by this solicitation are no longer needed.
 2. Ambiguous or otherwise inadequate specifications were part of the solicitation.
 3. The solicitation did not provide consideration of all factors of significance to the territory.
 4. The proposals only offer prices, which exceed available funds, and it would not be appropriate to adjust quantities to come within available funds.
 5. All otherwise acceptable proposals received contain unreasonable prices.
 6. There is reason to believe that the proposals may not have been arrived at in open competition, and/or that there was collusion between Offerors and/or the proposals were not submitted in good faith.

If this RFP is cancelled or all the proposals have been rejected prior to final award, notice of cancellation or rejection shall be sent to all Offerors. The reasons for the cancellation or rejection shall be made a part of the procurement file and shall be available for public inspection.

- B. GVB may reject any individual proposal in whole or in part when such rejection is in the best interest of the territory of Guam. Reasons for rejecting a proposal in whole or in part include but are not limited to:



1. GVB has determined that the Offeror is not a responsible Offeror pursuant to 2 GAR, Div. 4, Chap. 3, §3116.
2. The proposal is non-responsive, that is, it does not conform in all material respects to the RFP.
3. The offered supply or service in the proposal is unacceptable by reason of its failure to meet the requirements of the specifications or permissible alternatives or other acceptable criteria set forth in the RFP.

3.13 Disqualification of Proponent

More than one proposal from an individual, firm, partnership, corporation, or association under the same or different names will not be considered. Reasonable grounds for believing that an Offeror has an interest in more than one (1) proposal for the same work will cause the rejection of all proposals in which such Offeror is believed to have an interest. Any or all proposals will be rejected if there is reason to believe that collusion exists among the Offerors and no participants of such collusion will be considered in future request for proposals for the same work. Proposals in which the prices obviously are unbalanced will be rejected. Proposals submitted by Offerors who do not meet the evaluation criteria will not be considered for review by GVB.

3.14 Right to Reject Proposal

GVB reserves the right to reject any or all Proposals in accordance with law and regulation, and to waive technical errors, or minor informalities, or to accept any proposals in part.

3.15 Award of Contract

The award of contract, if it is awarded, will be awarded to the best qualified Offeror(s) for the required services at a compensation determined in writing to be fair and reasonable, and subject to the availability of funds. In no case will the award be made until GVB has completed all necessary investigations into the responsibility of the proposed Offeror, and GVB is satisfied that the proposed Offeror is qualified to do the work and has the necessary organization, capital, and equipment to carry out the provisions of the contract to GVB's satisfaction within the time specified.

3.16 Execution of Contract

The Offeror which is determined to be the best qualified, or the next best qualified Offeror should GVB cease contract negotiations with better qualified Offerors, shall sign the necessary agreement entering into a contract with GVB, and return a fully executed contract, containing the terms mutually agreed upon by the parties, to GVB within **seven (7) calendar days** after GVB determines in writing that the Offeror's requested compensation for the required services is fair and reasonable.



3.17 Addenda

Any amendment, modification, or addenda issued by GVB, prior to the established due date of the proposals, for the purpose of changing the intent of the plans and specifications clarifying the meaning, or changing any of the provisions of this RFP, shall be binding to the same extent as if originally required by this RFP. Any addenda issued by GVB will be sent to all Offerors in duplicate. Notice may also be obtained by accessing GVB's website. The Offerors shall acknowledge receipt of the same by their signatures on one copy, which is to be returned to GVB, and said copy shall accompany the Offerors respective proposals. Acknowledgment may also be made in writing or by email.

3.18 Activity Reports

As a vehicle for monitoring and measuring the services procured by this solicitation, the Agency shall record its representation performance on required report formats prescribed by GVB on a scheduled basis as detailed in the Scope of Work in this RFP. Failure to submit such reports may result in the delay or forfeiture of payment due to the Agency.

3.19 Invoicing, Payment Terms and Conditions

All applicable invoices from the Offeror who is awarded the contract arising from this RFP shall include supporting documents (i.e., timesheets, shipping invoices, consumable listings, receipts, etc.). All supporting documents must be reviewed and approved by GVB prior to invoice submittal for charges. All applicable GVB approved invoices will be paid net thirty (30) days from the date the invoices are received by GVB. Payment shall be made using a method mutually agreed upon by GVB and the successful Offeror. Applicable invoices must be submitted no later than three (3) months after completion of any given task or project. Failure to do so may result in forfeiture of payment.

3.20 Taxes

The successful Offeror shall be liable for all applicable taxes and duties. GVB shall have no tax liability under this contract arising from this RFP. Specific information on taxes may be obtained from the Department of Revenue and Taxation, Government of Guam.

3.21 Licensing

GVB will not consider for award any proposal submitted by an Offeror who has not complied with Guam's business and/or other licensing laws. Specific information on licenses may be obtained from the Department of Revenue and Taxation, Government of Guam.

3.22 Disclosure of Major Shareholders

As a condition of submitting a proposal in response to this RFP, all Offerors, whether they are partnerships, sole proprietorships, or corporations, shall submit an affidavit executed under oath that lists the name and address of any person who has held more than ten (10) percent of the outstanding interest or shares in said partnership, sole proprietorship, or corporation, at any time during the twelve (12) month period immediately preceding submission of the proposal made in response to this RFP. The affidavit shall contain the name and address of any person who has received or is entitled to receive a commission, gratuity, or other compensation



for procuring or assisting in obtaining business related to this RFP for the Offeror and shall also contain the amounts of any such commission, gratuity, or other compensation. The affidavit shall be open and available to the public for inspection and copying. Each affidavit shall be prepared and notarized at the time of signing, and any such affidavits made and/or notarized prior to the issuance of, or after the due date of this RFP shall be deemed unacceptable resulting in the proposal to be deemed non-responsive to this RFP.

3.23 Local and Veteran Procurement Preference

Offerors who seek local procurement preference may request it as part of their proposals, for GVB's consideration. Only Offerors who qualify for local procurement preference pursuant to 5 GCA §5008 may receive said preference by GVB. The GVB will employ where applicable a service-disabled veteran owned business preference in accordance with 5 GCA §5011.

3.24 Non-Collusion Affidavit

Offerors must submit a non-collusion affidavit provided with this RFP. Failure to submit said affidavit shall result in the Offeror's proposal to be deemed non-responsive to this RFP, and such proposal shall not be considered for award.

3.25 Restrictions Against Contractors Employing Sex Offenders from Working at Government of Guam Venues

The Offeror must submit with their proposal an affidavit acknowledging their responsibilities pursuant to 5 GCA §5253, Restriction Against Contractors Employing Convicted Sex Offenders from Working at Government of Guam Venues. Per this statute, the Offeror must affirm that:

- A. No person providing services on behalf of the contractor has been convicted of a sex offense under the provisions of Chapter 25 of Title 9 GCA or an offense as defined in Article 2 of Chapter 28, Title 9 GCA, or an offense in another jurisdiction with, at a minimum, the same elements as such offenses, or who is listed on the Sex Offender Registry; and;
- B. That if any person providing services on behalf of the contractor is convicted of a sex offense under the provisions of Chapter 25 of Title 9 GCA or an offense as defined in Article 2 of Chapter 28, Title 9 GCA or an offense in another jurisdiction with, at a minimum, the same elements as such offenses, or who is listed on the Sex Offender Registry, that such person will be immediately removed from working at said agency and that the administrator of said agency be informed of such within twenty-four (24) hours of such conviction.

3.26 Compliance with Wage Laws

The Offer who is awarded a contract shall pay employees, at a minimum, in accordance with the Wage Determination for Guam issued and promulgated by the U.S. Department of Labor for such labor as is employed in the direct delivery of contract deliverables to GVB. In the event of a renewal of the contract, the Wage Determination promulgated by the U.S. Department of Labor on a date most recent to the renewal date of the contract shall apply to that renewal contract. In addition to the applicable Wage Determination, the



contract shall contain provisions mandating health and similar benefits for employees, such benefits having a minimum value as detailed in the Wage Determination promulgated by the U.S. Department of Labor and shall contain provision guaranteeing a minimum of ten (10) paid holidays per annum for each employee.

The Offeror is required to execute the Declaration Re Compliance with U.S. DOL Wage Determination and submit the executed declaration and most current listing with the Offeror's proposal. NOTE: Please attach Wage Listing with your submission.

3.27 Representation Regarding Gratuities and Kickbacks

The Offeror represents that it has not violated, is not violating, and promises that it will not violate the prohibition against gratuities and kickbacks set forth in §11206 (Gratuities and Kickbacks) of the Guam Procurement Regulations.

3.28 Prohibition in re Contingent Fees

The Offeror represents that it has not retained a person to solicit or secure a territorial contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except for retention of bona fide employees or bona fide established commercial selling agencies for the purpose of securing business.

3.29 Representation Regarding Ethical Standards

The bidder, offeror, or contractor represents that it has not knowingly influenced and promises that it will not knowingly influence a government employee to breach any of the ethical standards set forth in 5 GCA Chapter 5 Article 11 (Ethics in Public Contracting) of the Guam Procurement Act and in Chapter 11 of the Guam Procurement Regulations.

3.30 Foreign Corrupt Practices Act

As a condition of contract, contractor will agree to abide by the Foreign Corrupt Practices Act (FCPA), specifically, the anti-bribery provisions of the FCPA, which prohibit the willful use of the mails or any means of instrumentality of interstate commerce corruptly in furtherance of any offer, payment, promise to pay, or authorization of the payment of money or anything of value to any person, while knowing that all or a portion of such money or thing of value will be offered, given or promised, directly or indirectly, to a foreign official to influence the foreign official to do or omit to do an act in violation of his or her lawful duty, or to secure any improper advantage in order to assist in obtaining or retaining business for or with, or directing business to, any person.

3.31 Condition of Contract

As a condition of contract, contractor will agree to indemnify, defend and hold harmless the GVB and the Government of Guam in all actions and from all liability in tort or contract arising from contractor performance of a contract.



3.32 Contact for Contract Negotiation

If your firm is selected as the best qualified to perform the services as described herein, please designate a person whom we may contact for prompt negotiation by filling out Form 1, attached.

3.33 Notice of Award

GVB will notify all Offerors of the results of the award. Written notice of award will be public information and made a part of the contract file.



FORM 1

CONTACT FOR CONTRACT NEGOTIATION

RFP NUMBER: GVB RFP NO. 2025-002

NAME	
TITLE	
COMPANY	
MAILING ADDRESS	
TELEPHONE NUMBER	
FACSIMILE NUMBER	
EMAIL	





APPENDIX A
GVB RFP 2025-002

AFFIDAVITS
1 ~ 7

- 1: Affidavit Disclosing Ownerships and Commissions
- 2: Affidavit re Non-Collusion
- 3: Affidavit re No Gratuities or Kickbacks
- 4: Affidavit re Ethical Standards
- 5: Declaration re Compliance with U.S. DOL Wage Determination
- 6: Affidavit re Contingent Fees
- 7: Restriction Against Contractors Employing Convicted Sex Offenders from Working at Government of Guam Venues

**ALL FORMS LISTED MUST BE COMPLETED
AND RETURNED IN THE ENVELOPE CONTAINING THE PROPOSAL.**



1. AFFIDAVIT DISCLOSING OWNERSHIP and COMMISSIONS

Name of Offeror Company: _____

CITY OF _____)
) ss
 COUNTRY _____)

A. I, the undersigned, being first duly sworn, depose and say that I am an authorized representative of the offeror and that [please check only one]:

The offeror is an individual or sole proprietor and owns the entire (100%) interest in the offering business.

The offeror is a corporation, partnership, joint venture, or association known as _____ [please state name of offeror company], and the persons, companies, partners, or joint venturers who have held more than 10% of the shares or interest in the offering business during the 365 days immediately preceding the submission date of the proposal are as follows [if none, please state]:

<u>NAME</u>	<u>ADDRESS</u>	<u>% of Interest</u>
_____	_____	_____
_____	_____	_____
TOTAL NUMBER OF SHARES		_____

B. Further, I say that the persons who have received or are entitled to receive a commission, gratuity or other compensation for procuring or assisting in obtaining business related to the bid or proposal for which this affidavit is submitted are as follows [if none, please so state]:

<u>NAME</u>	<u>ADDRESS</u>	<u>Compensation</u>
_____	_____	_____

C. If the ownership of the offering business should change between the time this affidavit is made and the time an award is made or a contract is entered into, then I promise personally to update the discloser required by 5 GCA §5233 by delivering another affidavit to the government.

Date: _____

Signature of one of the following:
 Offeror, if the offeror is an individual;
 Partner, if the offeror is a Partnership;
 Officer, if the bidder is a Corporation.

Subscribed and sworn to before me this _____ day of _____, _____

Notary Public
 My Commission Expires _____

(AG Procurement Form 002 (Rev. Nov. 17, 2005))





5. DECLARATION RE COMPLIANCE WITH U.S. DOL WAGE DETERMINATION

Name of Offeror Company: _____

I, _____ hereby certifies under penalty of perjury:

- (1) That I am _____ [please select one: the offeror, a partner of the offeror, an officer of the offeror] making the bid or proposal in the foregoing identified procurement;
- (2) That I have read and understand the provisions of 5 GCA § 5801 and § 5802 which read:

§ 5801. Wage Determination Established.

In such cases where the government of Guam enters into contractual arrangements with a sole proprietorship, a partnership or a corporation ('contractor') for the provision of a service to the government of Guam, and in such cases where the contractor employs a person(s) whose purpose, in whole or in part, is the direct delivery of service contracted by the government of Guam, then the contractor shall pay such employee(s) in accordance with the Wage Determination for Guam and the Northern Mariana Islands issued and promulgated by the U.S. Department of Labor for such labor as is employed in the direct delivery of contract deliverables to the Government of Guam.

The Wage Determination most recently issued by the U.S. Department of Labor at the time a contract is awarded to a contractor by the government of Guam shall be used to determine wages, which shall be paid to employees pursuant to this Article. Should any contract contain a renewal clause, then at the time of renewal adjustments, there shall be made stipulations contained in that contract for applying the Wage Determination, as required by this Article, so that the Wage Determination promulgated by the U.S. Department of Labor on a date most recent to the renewal date shall apply.

§ 5802. Benefits.

In addition to the Wage Determination detailed in this Article, any contract to which this Article applies shall also contain provisions mandating health and similar benefits for employees covered by this Article, such benefits having a minimum value as detailed in the Wage Determination issued and promulgated by the U.S. Department of Labor, and shall contain provisions guaranteeing a minimum of ten (10) paid holidays per annum per employee.

- (3) That the Offeror is in full compliance with 5 GCA § 5801 and § 5802, as may be applicable to the procurement referenced herein;
- (4) That I have attached the most recent wage determination applicable to Guam issued by the U.S. Department of Labor.

Signature

Date

(AG Procurement Form 006 (Rev. Feb. 16, 2010))





APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

(PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.)

COMPANY NAME: _____
(PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPQ IS REFERENCING)

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: _____ Telephone Number: _____

Title: _____ Email Address: _____

Name of your company/organization: _____

1. Please briefly describe the type of services performed for your organization by the COMPANY. (Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: _____

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: _____

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





PPQ FOR: _____

5. How would you rate the COMPANY'S ability to identify and recommend resolutions to problems or issues?

- Identified and recommended quickly (Score 10 points)
- Identified and recommended slowly (Score 8 points)
- Identified but not recommended (Score 5 points)
- Were ignored (Score -0 points)

6. How would you rate the overall quality of the COMPANY'S technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

7. Do you recall the name(s) of the COMPANY'S employees who performed services under your contract? If so, please provide names below.

Comment: _____

8. Overall Performance: On a scale of 0 to 10, how would you rate the COMPANY'S OVERALL PERFORMANCE? (Score based upon # of points – 10 points max)

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

9. Would you enter into a contract with this COMPANY again? If not, why?

Comment: _____

10. Are you aware of any other company or organization this COMPANY has done work for? If so, do you have a contact name and phone number?

Name: _____ Phone Number: _____

11. Do you have any additional comments that might assist us in evaluating the Bidder's past performance?

Comment: _____

PLEASE RETURN COMPLETED QUESTIONNAIRE BY EMAIL ON OR BEFORE 12:00 PM ChST ON JANUARY 17, 2025, TO procurement@visitguam.org. Thank you for your cooperation.





INTEGRATED COMMUNICATIONS, ADVERTISING, AND EVENT SUPPORT SERVICES
GVB RFP 2025-002

GVB RESPONSE TO QUESTIONS

January 8, 2025

GVB OFFICIAL RESPONSE TO QUESTIONS POSED BY 12:00 P.M. ON JANUARY 2, 2025:

Received via email from Big Fish Creative on January 2, 2025 @ 9:59AM:

1. Are there any insights or data from recent visitor feedback surveys that we should consider in our strategy?

GVB RESPONSE: No. Please refer to the recently posted Industry Recovery report, which is a tactical plan to urgently reverse substantial declines in visitor arrivals and restore market share. It can be found on our website <https://www.guamvisitorsbureau.com/>

2. Are there any upcoming events or campaigns for FY25 that we should prioritize in our planning?

GVB RESPONSE: Please refer to the recently posted Industry Recovery report, which lists a schedule of events planned for FY2025. It can be found on our website <https://www.guamvisitorsbureau.com/>

3. Who will the contractor report to, and how will decision-making and approvals be structured?

GVB RESPONSE: The following individuals will lead and manage the meetings, but are not limited to:

- A. Director of Destination Development
- B. Director of Global Marketing
- C. GVB Senior Destination Specialist
- D. GVB Public Information Officer
- E. GVB Information Technology Administrator
- F. GVB Contract Procurement Administrator

In their respective capacities, the above individuals shall provide the contractor with proper guidance and approval (as required) to execute assignments and tasks, as needed.

4. What is the projected annual budget cap or range for this contract?

GVB RESPONSE: There is no budget ceiling or cap on funding appropriated for this contract. Monies appropriated will be determined, as needed, based on the objectives and initiatives determined to be executed, but are subject to the availability of funds.

5. What is GVB's ideal timeline to award and execute the contract?





GVB RESPONSE: February 2025.

6. The RFP states, "Manage all daily activities through GVB's customer relationship management (CRM) system." Could you please clarify what specific tasks or responsibilities are expected under "Managing" daily activities within the CRM system?

GVB RESPONSE: The contractor is expected to collaborate with the GVB IT Administrator, Public Information Officer and Membership Coordinator in the management of the CRM. Activities include but are not limited to the development of messaging intended to GVB's membership-at-large, media representatives (local, national and international), and specifically targeted consumer groups in-market. Other activities include managing event announcements, maintaining member/partner published digital information served via the global websites and member/partner special promotions.

Received via email from Ruder Integrated Marketing Strategies on January 2, 2025 @ 11:25AM:

7. Does GVB expect the contractor to identify or recommend events, or will the contractor be required to execute events that have already been planned for 2025?

GVB RESPONSE: GVB's expectation for the contractor is to have the capacity to propose, conceptualize and create events, activities, campaigns, programs, etc. GVB also expects the contractor to execute events and activities that have been planned and developed by the Bureau.

8. How many total events are planned for 2025? Can GVB provide a list and calendar of planned and approved 2025 events?

GVB RESPONSE: Roughly 5 to 7 events. A sample listing of these events can be found on the GVB website within the Industry Recovery report https://www.guamvisitorsbureau/sites/default/files/12-23-24_master_gvb_-_guam_tourism_sitrep_and_recovery_plan.pdf

9. What are the upcoming events and campaigns for FY25 that the contractor should prioritize in its planning?

GVB RESPONSE: A sample listing of activities, events and campaigns can be found on the GVB website within the Industry Recovery report https://www.guamvisitorsbureau/sites/default/files/12-23-24_master_gvb_-_guam_tourism_sitrep_and_recovery_plan.pdf

10. Can GVB clarify for which events do the "packet pick-up" and "managing admissions" items refer to?

GVB RESPONSE: The events are not limited to the Guam Ko'ko' Road Race and Ko'ko Kids Fun Run, the Guam Micronesia Island Fair and the Guam BBQ Block Party.

11. What will the winning local contractor's relationship be in interfacing with source market vendors/agencies?





GVB RESPONSE: Only when instructed, the contractor will work to develop, share and engage with GVB's source market vendors, agencies and representatives required resources and/or material to maximize the Bureau's efforts when executing strategic initiatives, which rely heavily on communicating and executive brand messaging and/or the promotion of events, campaigns, activities or programs.

12. Are there any specific tasks required of the contractor to support the source market agencies and work? If so, can you elaborate on the anticipated tasks?

GVB RESPONSE: The Contractor must develop and create materials as resources for our source markets to utilize for promotional purposes and/or execution purposes.

FOR EXAMPLE: Guam Ko'ko' Road Race Event Promotional flyer. The contractor develops creatives for a promotional flyer in which our market representatives can translate and promote to GVB source markets.

13. Can GVB elaborate on and specify the KPIs associated with the project?

GVB RESPONSE: Visitor volume, revenue generated (TAF), airline seat capacity, occupancy rates, length of stay, return, visitation and social media engagement are just a few of the essential KPIs, which measure the success of the contractor's ability/efforts.

14. Will the RFP evaluation committee be comprised of GVB staff and management, or will outside external evaluators be recruited and assigned?

GVB RESPONSE: The selection of evaluators is at the discretion of the Acting President and CEO. Please refer to Section II of the RFP (2.1 Evaluation Committee).

15. Who from GVB will be attending regular meetings with the contractor to manage the work? Who from GVB will be the main POC for the project?

GVB RESPONSE: See response to #3 above.

GERALD S.A. PEREZ
Acting President and CEO

*** NOTHING FOLLOWS ***





GVB Procurement Office <procurement@visitguam.org>

Re:

1 message

Dee Hernandez <dee.hernandez@visitguam.org>

Tue, Jan 7, 2025 at 4:43 PM

To: GVB Procurement Office <procurement@visitguam.org>, Rudd Gudmalin <rudd.gudmalin@visitguam.org>

Cc: Gerry Perez <gerry.perez@visitguam.org>, Nadine Leon Guerrero <nadine.leonguerrero@visitguam.org>

Please see the responses attached for this set of questions.

Thanks,

Dee Hernandez

Director of Destination Development

GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278

dee.hernandez@visitguam.org | www.guamvisitorsbureau.com

On Thu, Jan 2, 2025 at 12:17 PM GVB Procurement Office <procurement@visitguam.org> wrote:

Please see additional questions for GVB RFP 2025-002.

GVB Procurement Office

GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278

procurement@visitguam.org | guamvisitorsbureau.com



----- Forwarded message -----

From: **Steve Ruder** <steveruder@rimsguam.com>

Date: Thu, Jan 2, 2025 at 11:25

Subject: Fwd:

To: GVB Procurement Office <procurement@visitguam.org>

Hafa Adal GVB Procurement Office,

Thank you for the opportunity to provide questions pertaining to GVB RFP NO. 2025-002. Please see below:

1. Does GVB expect the contractor to identify or recommend events, or will the contractor be required to execute events that have already been planned for 2025?
2. How many total events are planned for 2025? Can GVB provide a list and calendar of planned and approved 2025 events?
3. What are the upcoming events and campaigns for FY25 that the contractor should prioritize in its planning?
4. Can GVB clarify for which events do the "packet pick-up" and "managing admissions" items refer to?

7/25, 4:58 PM

Guam Visitors Bureau Mail - Re.

5. What will the winning local contractor's relationship be in interfacing with source market vendors/agencies?
6. Are there any specific tasks required of the contractor to support the source market agencies and work? If so, can you elaborate on the anticipated tasks?
7. Can GVB elaborate on and specify the KPIs associated with the project?
8. Will the RFP evaluation committee be comprised of GVB staff and management, or will outside external evaluators be recruited and assigned?
9. Who from GVB will be attending regular meetings with the contractor to manage the work? Who from GVB will be the main POC for the project?


Regards,

Steve Ruder



Ruder Integrated Marketing Strategies
Office: (671) 635.1126
Cell: (671) 687-0958
674 Harmon Loop Road, Suite 207,
Dededo, Guam 96929

www.rimguam.com

 **Response to Questions for RFP NO. 2025-002 (2).docx**
18K



GVB Procurement Office <procurement@visitguam.org>

Re: GVB RFP 2025-002 : Clarification Questions Regarding RFP for Integrated Communications Advertising and Event Support

1 message

Dee Hernandez <dee.hernandez@visitguam.org>

Tue, Jan 7, 2025 at 4:42 PM

To: GVB Procurement Office <procurement@visitguam.org>

Cc: Gerry Perez <gerry.perez@visitguam.org>, Nadine Leon Guerrero <nadine.leonguerrero@visitguam.org>

Please see responses attached.

Dee Hernandez

Director of Destination Development

GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278

dee.hernandez@visitguam.org | www.guamvisitorsbureau.com

On Thu, Jan 2, 2025 at 10:36 AM GVB Procurement Office <procurement@visitguam.org> wrote:

Hafa adai: Please see questions received for GVB RFP 2025-002. Kindly respond and forward to me so I can set up the Q&A response for GP's signature. Thank you. chris

----- Forwarded message -----

From: **Jenevieve Ooka** <jsablan@bigfishcreative.com>

Date: Thu, Jan 2, 2025 at 9:59 AM

Subject: GVB RFP 2025-002 : Clarification Questions Regarding RFP for Integrated Communications Advertising and Event Support

To: <procurement@visitguam.org>

Hafa Adai Acting President and CEO, Gerald S.A. Perez,

On behalf of Big Fish Creative, I hope this message finds you well and you had a great New Year celebration.

We are excited about the opportunity to submit a proposal for the Integrated Communications Advertising and Event Support RFP and appreciate the chance to seek clarification to ensure our submission aligns with GVB's goals and expectations.

Please find our questions below:

1. Are there any insights or data from recent visitor feedback surveys that we should consider in our strategy?
2. Are there any upcoming events or campaigns for FY25 that we should prioritize in our planning?
3. Who will the contractor report to, and how will decision-making and approvals be structured?
4. What is the projected annual budget cap or range for this contract?
5. What is GVB's ideal timeline to award and execute the contract?
6. The RFP states, "Manage all daily activities through GVB's customer relationship management (CRM) system." Could you please clarify what specific tasks or responsibilities are expected under "Managing" daily activities within the CRM system?

We appreciate your time and attention to our inquiries and look forward to your response. Please let us know if any additional information is needed.

Thank you again for this opportunity.

Si Yu'os Ma'ase,

Jenevieve Sablan Ooka

Managing Partner
Big Fish Creative, Inc.

(671) 649-3474
bigfishcreative.com

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GVB Procurement Office



GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



 **Response to Questions for RFP NO. 2025-002 (1).docx**
17K

1. Are there any insights or data from recent visitor feedback surveys that we should consider in our strategy?

No, please refer to the recently posted Industry Recovery report which can be found on our website <https://www.guamvisitorsbureau.com/>

The Industry Recovery report is a tactical plan to urgently reverse substantial declines in visitor arrivals and restore market share.

2. Are there any upcoming events or campaigns for FY25 that we should prioritize in our planning?

Please refer to the recently posted Industry Recovery report which lists a schedule of events planned for FY2025. The report can be found on our website <https://www.guamvisitorsbureau.com/>

3. Who will the contractor report to, and how will decision-making and approvals be structured?

The following individuals will lead and manage the meetings but are not limited to, the Director of Global Marketing, Director of Destination Development, GVB Senior Destination Specialist, GVB PIO, GVB Information Technology Administrator and the GVB Contract Procurement Administrator. The above individuals shall provide the contractor with proper guidance and approval as required to execute assignments and tasks as needed.

4. What is the projected annual budget cap or range for this contract?

There is no budget ceiling or cap to funding appropriated for this contract. Monies appropriated will be determined as needed based on the objectives and initiatives determined to be executed but subjected to the availability of funds.

5. What is GVB's ideal timeline to award and execute the contract?

February 2025.

6. The RFP states, "Manage all daily activities through GVB's customer relationship management (CRM) system." Could you please clarify what specific tasks or responsibilities are expected under "Managing" daily activities within the CRM system?

Vendor is expected to collaborate with the GVB IT Administrator, Public Information Officer and Membership Coordinator in the management of the CRM. Activities include, but are not limited to, development of messaging intended for GVB's membership-at-large, media representatives (local, national, and international) and specifically targeted consumer groups in-market. Other activities include managing event announcements, maintaining member/partner published digital information served via the global websites and member/partner special promotions.

1. Does GVB expect the contractor to identify or recommend events, or will the contractor be required to execute events that have already been planned for 2025?

Both. We expect the contractor to have the capacity to propose, conceptualize and create events, activities, campaigns, programs, etc. We also expect the contractor to execute events/activities that have been planned and developed by the Bureau.

2. How many total events are planned for 2025? Can GVB provide a list and calendar of planned and approved 2025 events?

Roughly 5 – 7 Events. A sample listing of these events can be found on our website within the Industry Recovery report.

https://www.guamvisitorsbureau.com/sites/default/files/12-23-24_master_gvb_-_guam_tourism_sitrep_and_recovery_plan.pdf

3. What are the upcoming events and campaigns for FY25 that the contractor should prioritize in its planning?

A sample listing of activities, events and campaigns can be found on our website within the Industry Recovery report.

https://www.guamvisitorsbureau.com/sites/default/files/12-23-24_master_gvb_-_guam_tourism_sitrep_and_recovery_plan.pdf

4. Can GVB clarify for which events do the "packet pick-up" and "managing admissions" items refer to?

The events are but not limited to, the Guam Ko'ko' Road Race and Ko'ko' Kids Fun Run. The Guam Micronesia Island Fair and the Guam BBQ Block Party.

5. What will the winning local contractor's relationship be in interfacing with source market vendors/agencies?

Only when instructed, the contractor will work to develop, share and engage with GVB's source market vendors, agencies and representatives required resources and/or materials to maximize the Bureau's efforts when executing strategic initiatives, which rely heavily on communicating and executing brand messaging and/or the promotion of events, campaigns, activities or programs.

6. Are there any specific tasks required of the contractor to support the source market agencies and work? If so, can you elaborate on the anticipated tasks?

Contractor must develop and create materials as resources for our source markets to utilize for promotional purposes and/or execution purposes.

Sample: Guam Ko'ko' Road Race Event Promotional Flier. Contractor develops creatives for a promotional flier in which our market representatives can translate and promote to GVB source markets.

7. Can GVB elaborate on and specify the KPIs associated with the project?

Visitor volume, revenue generated (TAF), airline seat capacity, occupancy rates, length of stay, return visitation, and social media engagement are just a few of the essential KPIs which measure the success of the contractor's ability/efforts.

8. Will the RFP evaluation committee be comprised of GVB staff and management, or will outside external evaluators be recruited and assigned?

Please refer to Section II of the RFP (2.1 Evaluation Committee)

The GVB Acting President and CEO will form an Evaluation Committee. Evaluations may be conducted as a group or individually, however, each Evaluator shall use the same evaluation form and the results compiled to present a cumulative score with recommendation(s) to the President and CEO. The President and CEO shall then request the approval of GVB's Board of Directors approval to enter into negotiations with the best-qualified Offeror.

9. Who from GVB will be attending regular meetings with the contractor to manage the work? Who from GVB will be the main POC for the project?

The following individuals will lead and manage the meetings but are not limited to, the Director of Global Marketing, Director of Destination Development, GVB Senior Destination Specialist, GVB PIO, GVB Information Technology Administrator and the GVB Contract Procurement Administrator.



GVB Procurement Office <procurement@visitguam.org>

Re: GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

GVB Procurement Office <procurement@visitguam.org>
To: Monica Okada Guzman <monicaguzman@galaidegroup.com>
Cc: Clifford Guzman <cguzman@galaidegroup.com>

Fri, Jan 3, 2025 at 4:23 PM

Thank you. We will correct and post.

GVB Procurement Office

GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



On Fri, Jan 3, 2025 at 15:50 Monica Okada Guzman <monicaguzman@galaidegroup.com> wrote:

Hafa Adai!

We have downloaded the Amendment 1 for GVB RFP 2025-002 dated January 2, 2025.

Can you clarify the following:

Page 2 says the RFP is due on Jan. 17th at noon while pages 7, 8 and 15 say the RFP is due on Jan. 31 at 12:00 p.m.

Pls confirm which date the RFP is due.

Thank you!

MONICA GUZMAN

Galaide Group

135 Chalan Santo Papa, 2nd Floor

Hagåtña, Guam 9910

Tel: 671-646-3448 | Fax: 671-646-3449

Cel: 671-727-1879

www.galaidegroup.com



On Thursday, January 2, 2025 at 05:25:20 PM GMT+10, Monica Okada Guzman <monicaguzman@galaidegroup.com> wrote:

Hafa Adai!

Will you be able to provide any clarity or guidance on what if any the potential changes are between the two documents?

Thank you,

MONICA GUZMAN

Galaide Group

135 Chalan Santo Papa, 2nd Floor

Hagåtña, Guam 9910

Tel: 671-646-3448 | Fax: 671-646-3449

Cel: 671-727-1879

www.galaidegroup.com

On Thursday, January 2, 2025 at 04:12:24 PM GMT+10, GVB Procurement Office <procurement@visitguam.org> wrote:

THIS IS BEING SENT TO YOU ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa adai all: Please be informed to re-download the packet for GVB RFP 2025-002 Integrated Communications, Advertising, and Event Support Services to receive the updated version of the RFP.

For ease of reference, here is the link https://go.opengovguam.com/bids/bids_list/gvb.

Thank you.

GVB Procurement Office



GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com





GVB Procurement Office <procurement@visitguam.org>

Re: GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

Monica Okada Guzman <monicaguzman@galaidegroup.com>
Reply-To: Monica Okada Guzman <monicaguzman@galaidegroup.com>
To: GVB Procurement Office <procurement@visitguam.org>
Cc: Clifford Guzman <cguzman@galaidegroup.com>

Thu, Jan 2, 2025 at 5:25 PM

Hafa Adai!

Will you be able to provide any clarity or guidance on what if any the potential changes are between the two documents?

Thank you,

MONICA GUZMAN

Galaide Group
135 Chalan Santo Papa, 2nd Floor
Hagåtña, Guam 9910
Tel: 671-646-3448 | Fax: 671-646-3449
Cel: 671-727-1879
www.galaidegroup.com

On Thursday, January 2, 2025 at 04:12:24 PM GMT+10, GVB Procurement Office <procurement@visitguam.org> wrote:

THIS IS BEING SENT TO YOU ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa adai all: Please be informed to re-download the packet for GVB RFP 2025-002 Integrated Communications, Advertising, and Event Support Services to receive the updated version of the RFP.

For ease of reference, here is the link https://go.opengovguam.com/bids/bids_list/gvb.

Thank you.

GVB Procurement Office



GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com







GVB Procurement Office <procurement@visitguam.org>

Re:

1 message

GVB Procurement Office <procurement@visitguam.org>
To: Steve Ruder <steveruder@rimsguam.com>

Thu, Jan 2, 2025 at 12:50 PM

Acknowledging receipt of your email. Thank you very much. Response to all questions will be consolidated and uploaded to the GVB website. A courtesy copy will be emailed to each participant.

On Thu, Jan 2, 2025 at 11:25 AM Steve Ruder <steveruder@rimsguam.com> wrote:
Hafa Adai GVB Procurement Office,

Thank you for the opportunity to provide questions pertaining to GVB RFP NO. 2025-002. Please see below:

1. Does GVB expect the contractor to identify or recommend events, or will the contractor be required to execute events that have already been planned for 2025?
2. How many total events are planned for 2025? Can GVB provide a list and calendar of planned and approved 2025 events?
3. What are the upcoming events and campaigns for FY25 that the contractor should prioritize in its planning?
4. Can GVB clarify for which events do the "packet pick-up" and "managing admissions" items refer to?
5. What will the winning local contractor's relationship be in interfacing with source market vendors/agencies?
6. Are there any specific tasks required of the contractor to support the source market agencies and work? If so, can you elaborate on the anticipated tasks?
7. Can GVB elaborate on and specify the KPIs associated with the project?
8. Will the RFP evaluation committee be comprised of GVB staff and management, or will outside external evaluators be recruited and assigned?
9. Who from GVB will be attending regular meetings with the contractor to manage the work? Who from GVB will be the main POC for the project?

Regards,

Steve Ruder



Ruder Integrated Marketing Strategies
Office: (671) 635.1126
Cell: (671) 687-0958
674 Harmon Loop Road, Suite 207,
Dededo, Guam 96929

www.rimsguam.com

1/2/25, 12:51 PM

Guam Visitors Bureau Mail - Re:

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GVB Procurement Office



GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com





GVB Procurement Office <procurement@visitguam.org>

fwd:

1 message

Steve Ruder <steveruder@rimsguam.com>
To: GVB Procurement Office <procurement@visitguam.org>

Thu, Jan 2, 2025 at 11:25 AM

Hafa Adai GVB Procurement Office,

Thank you for the opportunity to provide questions pertaining to GVB RFP NO. 2025-002. Please see below:

1. Does GVB expect the contractor to identify or recommend events, or will the contractor be required to execute events that have already been planned for 2025?
2. How many total events are planned for 2025? Can GVB provide a list and calendar of planned and approved 2025 events?
3. What are the upcoming events and campaigns for FY25 that the contractor should prioritize in its planning?
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5. What will the winning local contractor's relationship be in interfacing with source market vendors/agencies?
6. Are there any specific tasks required of the contractor to support the source market agencies and work? If so, can you elaborate on the anticipated tasks?
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8. Will the RFP evaluation committee be comprised of GVB staff and management, or will outside external evaluators be recruited and assigned?
9. Who from GVB will be attending regular meetings with the contractor to manage the work? Who from GVB will be the main POC for the project?

Regards,

Steve Ruder



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Dededo, Guam 96929

www.rimsguam.com



GVB Procurement Office <procurement@visitguam.org>

Re: GVB RFP 2025-002 : Clarification Questions Regarding RFP for Integrated Communications Advertising and Event Support

1 message

GVB Procurement Office <procurement@visitguam.org>
To: Jenevieve Ooka <jsablan@bigfishcreative.com>

Thu, Jan 2, 2025 at 11:15 AM

Acknowledging receipt of your email. Thank you very much. Response to all questions will be consolidated and uploaded to the GVB website. A courtesy copy will be emailed to each participant.

On Thu, Jan 2, 2025 at 9:59 AM Jenevieve Ooka <jsablan@bigfishcreative.com> wrote:

Hafa Adai Acting President and CEO, Gerald S.A. Perez,

On behalf of Big Fish Creative, I hope this message finds you well and you had a great New Year celebration.

We are excited about the opportunity to submit a proposal for the Integrated Communications Advertising and Event Support RFP and appreciate the chance to seek clarification to ensure our submission aligns with GVB's goals and expectations.

Please find our questions below:

1. Are there any insights or data from recent visitor feedback surveys that we should consider in our strategy?
2. Are there any upcoming events or campaigns for FY25 that we should prioritize in our planning?
3. Who will the contractor report to, and how will decision-making and approvals be structured?
4. What is the projected annual budget cap or range for this contract?
5. What is GVB's ideal timeline to award and execute the contract?
6. The RFP states, "Manage all daily activities through GVB's customer relationship management (CRM) system." Could you please clarify what specific tasks or responsibilities are expected under "Managing" daily activities within the CRM system?

We appreciate your time and attention to our inquiries and look forward to your response. Please let us know if any additional information is needed.

Thank you again for this opportunity.

Si Yu'os Ma'ase,

Jenevieve Sablan Ooka

Managing Partner
Big Fish Creative, Inc.

(671) 649-3474
bigfishcreative.com

GVB Procurement Office



1/2/25, 11:15 AM

Guam Visitors Bureau Mail - Re: GVB RFP 2025-002 : Clarification Questions Regarding RFP for Integrated Communications Adver...

GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com





GVB Procurement Office <procurement@visitguam.org>

GVB RFP 2025-002 : Clarification Questions Regarding RFP for Integrated Communications Advertising and Event Support

1 message

Jenevieve Ooka <jsablan@bigfishcreative.com>
To: procurement@visitguam.org

Thu, Jan 2, 2025 at 9:58 AM

Hafa Adai Acting President and CEO, Gerald S.A. Perez,

On behalf of Big Fish Creative, I hope this message finds you well and you had a great New Year celebration.

We are excited about the opportunity to submit a proposal for the Integrated Communications Advertising and Event Support RFP and appreciate the chance to seek clarification to ensure our submission aligns with GVB's goals and expectations.

Please find our questions below:

1. Are there any insights or data from recent visitor feedback surveys that we should consider in our strategy?
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4. What is the projected annual budget cap or range for this contract?
5. What is GVB's ideal timeline to award and execute the contract?
6. The RFP states, "Manage all daily activities through GVB's customer relationship management (CRM) system." Could you please clarify what specific tasks or responsibilities are expected under "Managing" daily activities within the CRM system?

We appreciate your time and attention to our inquiries and look forward to your response. Please let us know if any additional information is needed.

Thank you again for this opportunity.

Si Yu'os Ma'ase,

Jenevieve Sablan Ooka

Managing Partner
Big Fish Creative, Inc.

(671) 649-3474
bigfishcreative.com



G



APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: The Greenlight Group
[PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPQ IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: Steve McCarthy Telephone Number: 973-865-4524
Title: President Email Address: steve@mccarthyproduction.com
Name of your company/organization: McCarthy Productions, Inc

1. Please briefly describe the type of services performed for your organization by the COMPANY.
(Name of project, types of services performed -- analysis, training, technical support, etc.):
I supported The Greenlight Group by provide hands-on professional development, production training, and
Comment: equipment application for teachers.

2. Were any unique techniques or tools employed for the delivery of the services? Were the
tools/techniques employed effectively?
A team of professionals met live on chats to develop the curriculum - this done across
Comment: many time zones.

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project
needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical
services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





PPQ FOR: _____

5. How would you rate the COMPANY'S ability to identify and recommend resolutions to problems or issues?

- Identified and recommended quickly (Score 10 points)
- Identified and recommended slowly (Score 8 points)
- Identified but not recommended (Score 5 points)
- Were ignored (Score -0 points)

6. How would you rate the overall quality of the COMPANY'S technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

7. Do you recall the name(s) of the COMPANY'S employees who performed services under your contract? If so, please provide names below.

Comment: Therese Mantanane-Arroyo, Fred Rodriguez

8. Overall Performance: On a scale of 0 to 10, how would you rate the COMPANY'S OVERALL PERFORMANCE? (Score based upon # of points – 10 points max)

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

9. Would you enter into a contract with this COMPANY again? If not, why?

Comment: Yes

10. Are you aware of any other company or organization this COMPANY has done work for? If so, do you have a contact name and phone number?

Name: _____ Phone Number: _____

11. Do you have any additional comments that might assist us in evaluating the Bidder's past performance?

Comment: I really enjoyed working with these folks.

PLEASE RETURN COMPLETED QUESTIONNAIRE BY EMAIL ON OR BEFORE 12:00 PM ChST ON JANUARY 17, 2025, TO procurement@visitguam.org. Thank you for your cooperation.





GVB Procurement Office <procurement@visitguam.org>

Reference for The Greenlight Group

stephen mccarthyprod.com <stephen@mccarthyprod.com>
To: "procurement@visitguam.org" <procurement@visitguam.org>

Tue, Jan 14, 2025 at 9:23 AM

To Whom It May Concern:

Attached is a completed reference for The Greenlight Group.

Please let me know that you have received this and it is filled out correctly.

Thank you,

Steve McCarthy
McCarthy Productions, Inc.

 GVB Appendix B.pdf
547K

GVB0201



APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: Greenlight Media Productions/Greenlight Group
[PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPQ IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: Ginger Cruz Telephone Number: 671 482-2019
Title: CEO Email Address: ginger.cruz@mantidinternational.com
Name of your company/organization: Mantid International LLC

1. Please briefly describe the type of services performed for your organization by the COMPANY.
(Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: Ginger Cruz Campaign : Full suite of communication, advertising and event support including media strategy, buys, design, production (audio/video/social media/print), tracking, performance metrics, analysis, with all technical support included. Team available 24-7 for urgent tasks and always accomodating and professional with great attention to detail and outstanding results.

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: Greenlight utilized its own tools to help strategically position and budget advertising and communications. Creative campaign/style and events were developed, staffed and executed on time and within budget, and we were able to quantify reach a impact through reporting allowing us to adjust the communications campaign as it matured into an incredibly impactful communication proje

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





PPQ FOR: Greenlight

5. How would you rate the COMPANY'S ability to identify and recommend resolutions to problems or issues?

- Identified and recommended quickly (Score 10 points)
- Identified and recommended slowly (Score 8 points)
- Identified but not recommended (Score 5 points)
- Were ignored (Score -0 points)

6. How would you rate the overall quality of the COMPANY'S technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

7. Do you recall the name(s) of the COMPANY'S employees who performed services under your contract? If so, please provide names below.

Comment: Therese Matanane, Gary Encarnacion, Bojo Molina, Zena Hernandez, Sedrick Serisola

8. Overall Performance: On a scale of 0 to 10, how would you rate the COMPANY'S OVERALL PERFORMANCE? (Score based upon # of points – 10 points max)

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

9. Would you enter into a contract with this COMPANY again? If not, why?

Comment: Absolutely. They are hardworking, smart, creative, up to date on all the latest tools and a genuine pleasure to work with - but most important - they are highly effective!

10. Are you aware of any other company or organization this COMPANY has done work for? If so, do you have a contact name and phone number?

Name: _____ Phone Number: _____

11. Do you have any additional comments that might assist us in evaluating the Bidder's past performance?

Comment: Greenlight has a great track record which is why we chose them to support our communications needs. I highly recommend them as a solid choice for professional, creative and effective communication, ad and event services.

PLEASE RETURN COMPLETED QUESTIONNAIRE BY EMAIL ON OR BEFORE 12:00 PM ChST ON JANUARY 17, 2025, TO procurement@visitguam.org. Thank you for your cooperation.





GVB Procurement Office <procurement@visitguam.org>

Reference for Greenlight Media Productions/Greenlight Group

ginger.cruz mantidinternational.com <ginger.cruz@mantidinternational.com>

Mon, Jan 13, 2025 at 8:06 PM

To: "procurement@visitguam.org" <procurement@visitguam.org>

Dear Procurement Team,

Attached is my recommendation of Greenlight. I can be reached at the numbers below if you need anything further.

Many thanks,

Ginger Cruz

Ginger Cruz
Chief Executive Officer
Mantid International LLC



US/Global/WhatsApp +1 202 368 4440
Guam +1 671 482 2019
www.mantidinternational.com

This message contains information that may be confidential and privileged. Unless you are the intended addressee or authorized to receive for the intended addressee, you may not use, copy or disclose to anyone the message or any information contained herein. If you have received the message in error, please advise the sender by reply email and delete the message. Given the extent of phishing scams, if for any reason you suspect that this email is not genuine, please contact me at the phone numbers above to verify the contents of the email. Thank you.

 **GVB Appendix B.pdf**
208K

GVB0204



APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPO TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: Green Light Media Productions, Inc
[PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPO IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: Rose Rios Telephone Number: 4243215225

Title: Independent Education Contractor Email Address: rs_rios@yahoo.com

Name of your company/organization: Educational Consulting Services

1. Please briefly describe the type of services performed for your organization by the COMPANY. (Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: Guahan Charter School start-up; Communications and Technical Support

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: Coordination and implmenetation of Charter School's first lottery. Use of latest tech.

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





PPQ FOR: _____

5. How would you rate the COMPANY'S ability to identify and recommend resolutions to problems or issues?

- Identified and recommended quickly (Score 10 points)
- Identified and recommended slowly (Score 8 points)
- Identified but not recommended (Score 5 points)
- Were ignored (Score -0 points)

6. How would you rate the overall quality of the COMPANY'S technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

7. Do you recall the name(s) of the COMPANY'S employees who performed services under your contract? If so, please provide names below.

Comment: Joe Gumataotao

8. Overall Performance: On a scale of 0 to 10, how would you rate the COMPANY'S OVERALL PERFORMANCE? (Score based upon # of points – 10 points max)

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

9. Would you enter into a contract with this COMPANY again? If not, why?

Comment: yes

10. Are you aware of any other company or organization this COMPANY has done work for? If so, do you have a contact name and phone number?

Name: James Espaldon Phone Number: 671-6895463

11. Do you have any additional comments that might assist us in evaluating the Bidder's past performance?

Comment: Professional, worked well with staff; took time to explain processes and procedures.

PLEASE RETURN COMPLETED QUESTIONNAIRE BY EMAIL ON OR BEFORE 12:00 PM ChST ON JANUARY 17, 2025, TO procurement@visitguam.org. Thank you for your cooperation.





GVB Procurement Office <procurement@visitguam.org>

GVB RFP 2025-002 Questionnaire for Green Light Media Productions, Inc

Rose Rios <rs_rios@yahoo.com>

Sat, Jan 11, 2025 at 12:50 PM


To: "procurement@visitguam.org" <procurement@visitguam.org>

Dear Sir,

Please see attached questionnaire written in support of Green Light Media Productions, Inc.

If you have any questions, please feel free to contact me.

Rose A. Rios

 **GVB Appendix B.rios.pdf**
567K

GVB0207



APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: Green Light Media Productions
[PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPQ IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: Dr. Jacqui Cyrus Telephone Number: +1 (267) 895-4212

Title: CEO and Owner Email Address: dr.jacqui@gmail.com

Name of your company/organization: CyTech Consultants

1. Please briefly describe the type of services performed for your organization by the COMPANY. (Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: AS the owner of CyTech Consultants, I was sub-contracted to conduct instructional sessions for high school teachers to learn how to create, and then teach, digital broadcast journalism.

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: The course content did not exist within the GDoE district-wide curriculum structure. I designed and taught a hybrid media-based curriculum that allowed flexibility to teach online and face-to-face essential components of digital broadcast journalism.

3. needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





PPQ FOR: _____

5.

- Identified and recommended quickly (Score 10 points)
- Identified and recommended slowly (Score 8 points)
- Identified but not recommended (Score 5 points)
- Were ignored (Score -0 points)

6.

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

7.

contract? If so, please provide names below.

your

Comment: Therese Matanane, Fred Rodriguez, Len Tenori

8.

PERFORMANCE? (Score based upon # of points 10 points max)

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

9.

Would you enter into a contract with this COMPANY again? If not, why?

Comment: I would absolutely enter into another contract with GLMP. They are so very professional in their respective fields

10.

Are you aware of any other company or organization this COMPANY has done work for? If so, do you have a contact name and phone number?

Name: NA Phone Number: NA

11.

performance?

Comment: The Owners and Operators of GLMP are top-notch professionals in their field of media production. I'm so pleased to be associated with them and chosen to collaborate on media projects.

PLEASE RETURN COMPLETED QUESTIONNAIRE BY EMAIL ON OR BEFORE 12:00 PM ChST ON JANUARY 17, 2025, TO procurement@visitguam.org. Thank you for your cooperation.





APPENDIX B

GVB RFP 2025-002

INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: Glimpses of Guam, Inc
(PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPO IS REFERENCING)

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: Pearla Cordero Telephone Number: 646-371-4715

Title: President Email Address: guamchapter.wai@gmail.com

Name of your company/organization: Women in Aviation International Guam Chapter

1. Please briefly describe the type of services performed for your organization by the COMPANY.
(Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: Glimpses Team executed all marketing, advertising, strategic planning, and ensured day of support from start to finish

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: Their delivery of services was beyond what was expected. The team worked efficiently and communicated every initiative effectively

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

<input checked="" type="radio"/>	10	Excellent	(Score 10 points)
<input type="radio"/>		Very Good	(Score 8 points)
<input type="radio"/>		Good	(Score 5 points)
<input type="radio"/>		Poor	(Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

<input checked="" type="radio"/>	10	Excellent	(Score 10 points)
<input type="radio"/>		Very Good	(Score 8 points)
<input type="radio"/>		Good	(Score 5 points)
<input type="radio"/>		Poor	(Score 0 points)



PLEASE RETURN COMPLETED QUESTIONNAIRE BY EMAIL ON OR BEFORE 12:00 PM ChST ON JANUARY 17, 2025, TO procurement@visitguam.org. Thank you for your cooperation.

GUAM VISITORS BUREAU | SETBISION BISITAN GUÅHAN
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278 | (671) 646-8861 fax
guamvisitorsbureau.com | visitguam.com | info@visitguam.com





GVB Procurement Office <procurement@visitguam.org>

PPQ: Glimpses of Guam

Women in Aviation Guam Chapter <guamchapter.wai@gmail.com>
To: "procurement@visitguam.org" <procurement@visitguam.org>


Fri, Jan 17, 2025 at 10:57 AM

Hafa Adai!

Kindly find attached PPQ.

Best regards,
Pearla Cordero

C. 646-371-4715

 **GVB RFP 2025-002_Appendix B. WAI reply.docx**
83K



APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: Glimpses of Guam, Inc.
[PLEASE CLEARLY TO IDENTIFY THE COMPANY TH'S PPQ IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: Anthony Wenceslao Telephone Number: 671-788-9290
Title: Marketing Manager Email Address: anthony.wenceslao@exxonmobil.com
Name of your company/organization: Mobil Oil Guam, Inc.

1. Please briefly describe the type of services performed for your organization by the COMPANY. (Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: Developed and implemented the communication strategy and advertising campaign for our fuel promotion with DON DON DONKI through close collaboration with all parties to manage a tight timeline to successful promotion execution.

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: Leveraged its experience in digital and social media to reach a larger audience resulting in positive analytics from other campaigns that we can learn and use for future campaigns.

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





PPQ FOR: Glimpses of Guam, Inc.

5. How would you rate the COMPANY'S ability to identify and recommend resolutions to problems or issues?

- Identified and recommended quickly (Score 10 points)
- Identified and recommended slowly (Score 8 points)
- Identified but not recommended (Score 5 points)
- Were ignored (Score -0 points)

6. How would you rate the overall quality of the COMPANY'S technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

7. Do you recall the name(s) of the COMPANY'S employees who performed services under your contract? If so, please provide names below.

Comment: Sharleen Marchesseault and Mariah Natuel

8. Overall Performance: On a scale of 0 to 10, how would you rate the COMPANY'S OVERALL PERFORMANCE? (Score based upon # of points – 10 points max)

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

9. Would you enter into a contract with this COMPANY again? If not, why?

Comment: Yes, great collaboration and very experienced in local market environment.

10. Are you aware of any other company or organization this COMPANY has done work for? If so, do you have a contact name and phone number?

Name: _____ Phone Number: _____

11. Do you have any additional comments that might assist us in evaluating the Bidder's past performance?

Comment: This Company is well positioned in the media communications industry and is able to provide key insights and recommendations to save time and money and provide high quality content.

PLEASE RETURN COMPLETED QUESTIONNAIRE BY EMAIL ON OR BEFORE 12:00 PM ChST ON JANUARY 17, 2025, TO procurement@visitguam.org. Thank you for your cooperation.





GVB Procurement Office <procurement@visitguam.org>

GVB RFP 2025-002

Wenceslao, Anthony <anthony.wenceslao@exxonmobil.com>
To: "procurement@visitguam.org" <procurement@visitguam.org>

Tue, Jan 14, 2025 at 7:59 PM

As requested by Glimpses of Guam Inc (COMPANY), I am submitting this questionnaire on behalf of Mobil Oil Guam Inc. in response to GVB RFP 2025-002.

Let me know if you have any questions or require further clarification.

Sincerely,

Anthony Wenceslao


Marketing Manager

Mobil Oil Guam Inc.

642 East Marine Corps Drive, Hagatna, Guam 96910

Mobile: 1 (671) 788 - 9290

Email: anthony.wenceslao@exxonmobil.com

 GVB RFP 2025-002_Appendix B_Glimpses of Guam (Submitted by Mobil Oil Guam).pdf
177K

GVB0215



APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: Glimpses of Guam
[PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPQ IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: John Arroyo Telephone Number: 670 287-6260
Title: President and CEO Email Address: jarroyo@bankofsaipan.com
Name of your company/organization: Bank of Saipan

1. Please briefly describe the type of services performed for your organization by the COMPANY. (Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: Marketing, promotions, animation and production

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: Creation and production of animated video

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: Galaide Group
[PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPQ IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: Lynden Kobayashi Telephone Number: (671) 988-4225
Title: Guam Office Manager, Program Manager Email Address: Lynden.Kobayashi@wsp.com
Name of your company/organization: WSP, USA, Inc.

1. Please briefly describe the type of services performed for your organization by the COMPANY.
(Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: Public Outreach, grant application development, staff resourcing, website

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: Website, newsletters, videos. Appropriate tools for the task were selected and used effectively.

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

- 10 Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- 10 Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





GVB Procurement Office <procurement@visitguam.org>

Past Project Reference

Kobayashi, Lynden <Lynden.Kobayashi@wsp.com>
To: "procurement@visitguam.org" <procurement@visitguam.org>

Thu, Jan 16, 2025 at 12:20 PM

Hafa Adai,

Please see attached past project reference for Galaide Group.

Regards,



Lynden Kobayashi, P.E.

Director, Civil Engineer, Vice President

Guam Office Manager

T+ 1 671-646-2927

M+ 1 671-988-4225

WSP USA

Guam International Trade Center (ITC Building)

590 South Marine Corps Dr., Suite 421
Tamuning, Guam 96913

wsp.com

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GVB0218



PPQ FOR: Glimpses of Guam

5. How would you rate the COMPANY'S ability to identify and recommend resolutions to problems or issues?

- Identified and recommended quickly (Score 10 points)
- Identified and recommended slowly (Score 8 points)
- Identified but not recommended (Score 5 points)
- Were ignored (Score -0 points)

6. How would you rate the overall quality of the COMPANY'S technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

7. Do you recall the name(s) of the COMPANY'S employees who performed services under your contract? If so, please provide names below.

Comment: Sharleen Marchesseault, Virgie Avendano and Vikki Fong

8. Overall Performance: On a scale of 0 to 10, how would you rate the COMPANY'S OVERALL PERFORMANCE? (Score based upon # of points – 10 points max)

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

9. Would you enter into a contract with this COMPANY again? If not, why?

Comment: Yes, wholeheartedly

10. Are you aware of any other company or organization this COMPANY has done work for? If so, do you have a contact name and phone number?

Name: _____ Phone Number: _____

11. Do you have any additional comments that might assist us in evaluating the Bidder's past performance?

Comment: Glimpes of Guam is professional and willing to go out of their way to assist their clients. Shar and Virgie have surpassed our expectations.

PLEASE RETURN COMPLETED QUESTIONNAIRE BY EMAIL ON OR BEFORE 12:00 PM ChST ON JANUARY 17, 2025, TO procurement@visitguam.org. Thank you for your cooperation.





GVB Procurement Office <procurement@visitguam.org>

Glimpses of Guam - GVB RFP 2025-002 Appendix

John Z. Arroyo <JArroyo@bankofsaipan.com>
To: "procurement@visitguam.org" <procurement@visitguam.org>

Mon, Jan 13, 2025 at 3:07 PM

Please see the attached GVB RFP 2025-002 Appendix in regards to Glimpses of Guam's RFP submission.

Best Regards,

John Arroyo


President and CEO | Bank of Saipan

2666 Beach Road, Suite 201, Chalan Laulau, Saipan, MP 96950 | PO Box 500690, Saipan, MP 96950

P: 670.235.1064 | F: 670.235.1802 | Mobile: 670.287.6260

www.bankofsaipan.com | **MARIANAS PRIDE**

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 **GVB RFP 2025-002_Appendix B.pdf**
209K

GVB0220



APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: **Galaide Group**
[PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPQ IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: **Bernadine Gines** Telephone Number: **671.688.5401**

Title: **2020 Guam Census Local Area Manager** Email Address: **bcgines@gmail.com**

Name of your company/organization: **The 2020 Guam Census**

1. Please briefly describe the type of services performed for your organization by the COMPANY. (Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: **Project Proposal for the Procurement of Professional Services for Creative Design, Production, Distribution, Media and Event Coordination Services for the 2020 Guam Census.**

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Due to the COVID-19 pandemic and public restrictions -- a robust social media presence was established to ensure effective engagement. A virtual concert was organized to enhance outreach and participation. Additionally deployed was a grassroots marketing campaign that produced significant impacts, including afternoon and early morning village waves featuring enthusiastic employee's holding signage and handheld #TogetherGuam placards. Moreover, a Coastal Caravans with over 60 vehicles took place & strategically placed village banners, and mobile trailer signages were rotated and prominently visible around the island.

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





GVB Procurement Office <procurement@visitguam.org>

Past Performance for Galaide Group - 2020 Guam Census

Bernie Gines <bcgines@gmail.com>
To: procurement@visitguam.org

Thu, Jan 16, 2025 at 4:41 PM


Hafa Adai!

Kindly see the attached past performance application completed for Galaide Group.

Should you have any questions, please feel free to contact me.

Thank you,
Bernie

BERNADINE C. GINES
Past 2020 Guam Census Local Area Manager

 PastProjectReferences_GalaideGroup_2020GuamCensus.pdf
325K

GVB0222



APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPG TO THOSE ON YOUR PROJECT REFERENCES REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: Galaide Group
[PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPG IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: Marvin Manibusan Telephone Number: 671-788-1455

Title: Chairman Email Address: mrmanibusan@me.com

Name of your company/organization: Guam Unique Mechandise & Arts

1. Please briefly describe the type of services performed for your organization by the COMPANY. (Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: Administrative and Executive Oversight of our Non-Profit organization Programs and operations Administration, Training, Technical Support, Strategic Planning, Analysis, Grants writing and Management, Government and Private Donor Solicitations

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: Building relationships and employing Face to face engagements with strategic partners in the community was most effective services provided to our team

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





PPQ FOR: Galaide Group

5. How would you rate the COMPANY'S ability to identify and recommend resolutions to problems or issues?

- Identified and recommended quickly (Score 10 points)
- Identified and recommended slowly (Score 8 points)
- Identified but not recommended (Score 5 points)
- Were ignored (Score -0 points)

6. How would you rate the overall quality of the COMPANY'S technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

7. Do you recall the name(s) of the COMPANY'S employees who performed services under your contract? If so, please provide names below.

Comment: Ms. Monica Guzman and Clifford Guzman

8. Overall Performance: On a scale of 0 to 10, how would you rate the COMPANY'S OVERALL PERFORMANCE? (Score based upon # of points – 10 points max)

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

9. Would you enter into a contract with this COMPANY again? If not, why?

Comment: Absolutely.

10. Are you aware of any other company or organization this COMPANY has done work for? If so, do you have a contact name and phone number?

Guam Economic Development Authority
Name: _____ Phone Number: None

11. Do you have any additional comments that might assist us in evaluating the Bidder's past performance?

Comment: Exceptional services. Evident by their success in garnering Federal Grants for GUMA

PLEASE RETURN COMPLETED QUESTIONNAIRE BY EMAIL ON OR BEFORE 12:00 PM ChST ON JANUARY 17, 2025, TO procurement@visitguam.org. Thank you for your cooperation.





GVB Procurement Office <procurement@visitguam.org>

PPQ for Galaide Group

Marvin Manibusan <mrmanibusan@me.com>
To: procurement@visitguam.org

Fri, Jan 10, 2025 at 2:20 PM


To whom this may concern,

I would like to submit a PPQ endorsing Galaide Group.

Please find attached my PPQ submission.

Respectfully submitted,
Marvin Manibusan
Chairman, Guam Unique Merchandise & Arts (GUMA)
Not-for Profit Organization.
671-788-1455

Sent from my iPhone

 PastProjectReferences-GalaideGroup.pdf
215K

GVB0225



APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: Ruder Integrated Marketing Strategies (RiMS) / Manhita Group
[PLEASE CLEARLY IDENTIFY THE COMPANY THIS PPQ IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: Noel Enriquez Telephone Number: (671) 687-1934

Guam Industry Forum Planning Committee Member
Title: SAME Guam Post Board Director Email Address: nme@1984.usna.com
Past President

Name of your company/organization: Society of American Military Engineers (SAME) Guam Post

1. Please briefly describe the type of services performed for your organization by the COMPANY. (Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: RiMS team provided event management support for the SAME Guam Post Bi-annual Guam Industry Forum. The work for this major international event included all aspects of event management, advertising, marketing, and cost management.

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: The RiMS team seamlessly integrated all aspects of the marketing process to include traditional media social/digital media, website design/management, in addition to successfully integrating the use of Whoova all-in-one event app. All tools and techniques were employed effectively and efficiently with continued coordination and communication with the client, SAME Guam Post, committee members.

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





GVB Procurement Office <procurement@visitguam.org>

GVB RFP 2025-002 - PPQ for RiMS

Noel Enriquez <nme@1984.usna.com>

Fri, Jan 17, 2025 at 9:36 AM

To: "procurement@visitguam.org" <procurement@visitguam.org>


Hafa Adai:

Attached PPQ for Ruder Integrated Marketing Strategies (RiMS) for GVB RFP 2025-002.

I would appreciate if you can confirm receipt of this PPQ.

Si Yu'os Ma'asel

Best regards,
Noel M. Enriquez, F.SAME
Society of American Military Engineers (SAME)
Guam Post

 **GVB RFP 2025-002 - PPQ for RiMS_SAMEGuamPost.pdf**
627K

GVB0227



APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

(PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.)

COMPANY NAME: Ruder Integrated Marketing Strategies (RiMS) / Manhita Group
[PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPQ IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: Catherine Castro Telephone Number: (671) 472-6311/8001
Title: President Email Address: ccastro@guamchamber.com.gu
Name of your company/organization: Guam Chamber of Commerce

1. Please briefly describe the type of services performed for your organization by the COMPANY.
(Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: Project Name: Guam Chamber of Commerce Centennial Jubilee Year SCOPE consisted of logo and tagline rebrand, account management for Centennial programs & activities, marketing services, design & production of services, public relations and event promotions.

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: Our Centennial program is a big deal for the Chamber and we were very impressed especially with the creative proposals that were produced after our working sessions.

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





GVB Procurement Office <procurement@visitguam.org>

APPENDIX B GVB RFP 2025-002 INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

Catherine Castro <ccastro@guamchamber.com.gu>
Reply-To: ccastro@guamchamber.com.gu
To: "procurement@visitguam.org" <procurement@visitguam.org>

Fri, Jan 17, 2025 at 9:13 AM

Hafa Adai GVB,

We are happy to provide our reference by submitting Appendix B, for RFP 2025-002 Integrated communications, advertising, and event support services, attached. Please feel free to contact me if there are questions about this submission.

Sincerely,

Catherine

Catherine Castro
President
Guam Chamber of Commerce

Tel: (671) 472-6311/8001

GuamChamber.com.gu



**GUAM CHAMBER
OF COMMERCE**
PROGRESS NOW AND FOREVER

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APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES. REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: Big Fish Creative
[PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPQ IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: Jon Nathan (Nate) Denight Telephone Number: 671-687-7636

Title: Vice President of Marketing and Product Email Address: ndenight@gta.net

Name of your company/organization: GTA | Teleguam Holdings LLC

1. Please briefly describe the type of services performed for your organization by the COMPANY. (Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: Brand and creative strategy, with marketing and advertising collateral for GTA Pop Up Prepaid.

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: Yes, the following approaches stood out as innovative and highly effective: comprehensive competitive landscape analysis, modernized branding tools and techniques, mock-up driven execution, and customer-centric branding strategy.

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





GVB Procurement Office <procurement@visitguam.org>

GTA Recommendation for GVB

Therese Guerrero <chech@gta.net>

Thu, Jan 16, 2025 at 5:50 PM

To: "procurement@visitguam.org" <procurement@visitguam.org>

Cc: Ryan Ramolete <rramolete@bigfishcreative.com>, Jenevieve Sablan Ooka <jsablan@bigfishcreative.com>, "Brian C. Muna" <bmuna@gta.net>, Nathan Denight <ndenight@gta.net>

Hafa Adai,

Please find the attached PPQ/questionnaire on behalf of GTA TeleGuam in support of Big Fish Creative.

Feel free to contact me if anything further is needed.

Si Yu'os Ma'ase,

Therese "Chech" Guerrero

Brand Marketing Director

+1(671)488-7561(Mobile) | tguerrero@gta.net

Main: +1(671)644-4482 | www.gta.net



Telephone: 671-644-4482
Website: www.gta.net



GVB FRP 2025-002 APPENDIX B_GTA ND.pdf
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APPENDIX B
GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES

[PROVIDE THIS PPQ TO THOSE ON YOUR PROJECT REFERENCES REQUEST THAT THEY COMPLETE AND SUBMIT DIRECTLY TO GVB ON OR BEFORE THE DEADLINE FOR THIS PROCUREMENT.]

COMPANY NAME: Manhita - Big Fish Creative
[PLEASE CLEARLY TO IDENTIFY THE COMPANY THIS PPO IS REFERENCING]

PLEASE RETURN THIS COMPLETED QUESTIONNAIRE BY EMAIL TO: procurement@visitguam.org

CONTACT DETAILS OF PERSON COMPLETING THIS QUESTIONNAIRE:

Name: Beatrice (Tricee) Limtiaco Telephone Number: (671) 648-3222

Title: Assistant General Manager, Administration Email Address: tlimtiaco@gpagwa.com

Name of your company/organization: Guam Power Authority

1. Please briefly describe the type of services performed for your organization by the COMPANY. (Name of project, types of services performed -- analysis, training, technical support, etc.):

Comment: See Attached

2. Were any unique techniques or tools employed for the delivery of the services? Were the tools/techniques employed effectively?

Comment: See Attached

3. How would you rate the COMPANY'S ability to learn/understand your organization or the project needs/requirements?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

4. How would you rate the COMPANY'S knowledge and experience in providing the requested technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)





PPQ FOR: Manhita - Big Fish Creative

5. How would you rate the COMPANY'S ability to identify and recommend resolutions to problems or issues?

- Identified and recommended quickly (Score 10 points)
- Identified and recommended slowly (Score 8 points)
- Identified but not recommended (Score 5 points)
- Were ignored (Score 0 points)

6. How would you rate the overall quality of the COMPANY'S technical services?

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

7. Do you recall the name(s) of the COMPANY'S employees who performed services under your contract? If so, please provide names below.

Comment: Jenevieve Ooka, Deanne Torre, Andrea Pellacani, Danielle Arriola

8. Overall Performance: On a scale of 0 to 10, how would you rate the COMPANY'S OVERALL PERFORMANCE? (Score based upon # of points – 10 points max)

- Excellent (Score 10 points)
- Very Good (Score 8 points)
- Good (Score 5 points)
- Poor (Score 0 points)

9. Would you enter into a contract with this COMPANY again? If not, why?

Comment: Yes. Big Fish's willingness and ability to learn the intricacies of power generation and distribution, as the foundation of our partnership, has allowed them to provide the most effective strategies to increase our customer engagement goals.

10. Are you aware of any other company or organization this COMPANY has done work for? If so, do you have a contact name and phone number?

Name: GIAA - Rolenda Faasuamalie Phone Number: (671) 642-4652

11. Do you have any additional comments that might assist us in evaluating the Bidder's past performance?

Comment: See Attached

PLEASE RETURN COMPLETED QUESTIONNAIRE BY EMAIL ON OR BEFORE 12:00 PM ChST ON JANUARY 17, 2025, TO procurement@visitguam.org. Thank you for your cooperation.



**Attachment to PPQ for GVB RFP 2025-002 – Manhita/Big Fish Creative
Submitted by Beatrice Limtiaco, Assistant General Manager of Administration
Guam Power Authority**

1. Description of Services Performed

Comment:

The "Brighter Days" campaign for Guam Power Authority (GPA) was an integrated communications initiative that successfully bolstered GPA out of a period of post-typhoon crisis, exacerbated by infrastructure challenges and volatile fuel costs. The campaign focused on rebuilding trust and enhancing customer engagement by emphasizing GPA's progress toward the completion of key infrastructure projects, such as the Ukudu Power Plant and renewable energy initiatives. Services provided included strategic communication planning, message development, social media management, public relations, and community outreach. The campaign highlighted GPA's commitment to reliability, sustainability, and affordability while engaging the community in meaningful ways.

2. Unique Techniques or Tools Employed

Comment:

The "Brighter Days" campaign utilized an analysis of public sentiment through social and digital channels to tailor messaging that resonated with Guam's residents. Localized messaging and visual storytelling were used to effectively communicate GPA's progress and initiatives. Additionally, surveys conducted after the campaign confirmed a positive return on investment, with measurable increases in customer engagement and improved public perception of GPA. By focusing on community involvement and transparency, the campaign successfully shifted public focus to GPA's commitment to delivering a brighter, more sustainable future.

11. Additional Comments

The "Brighter Days" campaign demonstrated Big Fish Creative's exceptional ability to deliver a comprehensive and effective integrated communications strategy during a challenging period for Guam Power Authority (GPA). By strategizing communications through a mix of traditional and digital media channels, the campaign successfully improved public perception, increased customer engagement, and boosted trust in GPA as a reliable and community-focused utility provider.

A key strength of the campaign was the seamless integration of crisis communications into GPA's regular customer engagement strategies, creating a sound and sustainable plan. This approach included humanizing GPA by featuring employees in messaging to

showcase their dedication and hard work, effectively combating perceptions of GPA as a distant, institutional government agency. The campaign emphasized the importance of building trust through transparency, offering clear updates on key infrastructure projects and openly addressing customer concerns. All communications efforts were focused through the lens of GPA's long-term goals for sustainability and affordability. Additionally, the campaign fostered a sense of accountability and reliability that resonated with the community, contrasting with traditional public perceptions of government. Post-campaign surveys further validated the campaign's success, reflecting significant increases in customer confidence and engagement metrics.

Beyond boosting GPA out of crisis, the campaign set a benchmark for effective public utility communications, providing a replicable framework for addressing customer concerns and fostering trust in times of uncertainty. Big Fish Creative's ability to strategically align messaging with GPA's long term objectives, while emphasizing transparency, reflects their expertise in achieving measurable results for their clients.



GVB Procurement Office <procurement@visitguam.org>

GVB RFP 2025-002 - PPQ Form Guam Power Authority

Beatrice Limtiaco <limtiaco@gpagwa.com>
To: "procurement@visitguam.org" <procurement@visitguam.org>

Tue, Jan 14, 2025 at 7:47 PM

Hafa adai, GVB.

Please find attached the supplemental PPQ from the Guam Power Authority for Big Fish Creative's formal response to GVB RFP 2025-02.

I kindly request your confirmation of receipt.

Si Yu'os Ma'ase',


Tricee P. Limtiaco

Assistant General Manager, Administration

GUAM POWER AUTHORITY

Power to Serve

This email was scanned by Bitdefender

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GVB RFP 2025-002
INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES
Evaluations Sign-In Sheet

Date: January 17, 2025
 Scheduled Time: 2:00 p.m.

Location: GVB

ACTUAL START TIME: 2:14pm

END TIME: 3:30 p

EVALUATORS	SIGNATURE
Dee Hernandez Director of Destination Development	
Nadine Leon Guerrero Director of Global Marketing	
Kraig Camacho Senior Destination Specialist	

OTHERS IN ATTENDANCE	SIGNATURE
Chris Lizama Contracts & Procurement Administrator	
Tina Filmed Contracts & Procurement Assistant	







GVB RFP #2025-002
Integrated Communications, Advertising and Event Support Services
Evaluation Summary

Date: January 17, 2025
Time: 2:00 p.m.

Location: GVB Mini Conference Room

Evaluation Team: Dee Hernandez / Nadine Leon Guerrero / Kraig Camacho

- A. Review and evaluation of submission(s):
- B. Conflict of Interest Disclosures. Acknowledged and signed by each evaluator.
- C. Administrative Review. Completed by Chris Lizama during evaluations and shared with each evaluator. No significant issues from any offeror.
- D. Proposal and contents provided to each evaluator.
- E. Points of discussion for the President and CEO's review: No additional points for discussion raised. Scored tallied and compiled for certification by Leonore Delas Alas, Acting CFO/Controller.
- F. Forwarded to Acting President and CEO for review and approval.

Submitted by:

Christine Lizama
Contracts & Procurement Administrator

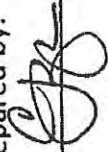




EVALUATION OF PROPOSALS

Maximum # of Points x 3 evaluators	Criteria	MANHITA	GALAIDE	GLIMPSES	GREENLIGHT
150	A. QUALIFICATIONS AND EXPERIENCE (50 points)	136	132	114	110
15	B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 points)	15	13	11	11
15	C. QUALITY AND RESPONSIVENESS (5 points)	13	13	15	12
120	D. PLAN OF PERFORMANCE - APPROACH AND STRATEGY (40 points)	107	103	80	82
300	TOTAL SCORE:	271	261	220	215
	RANKING ORDER:	1	2	3	4

Prepared by:




Certified by:





GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

OFFEROR: RIMS		EVALUATORS				
Maximum # of Points x 3 evaluators	Criteria	Scoring Range per evaluator	A	B	C	TOTAL
150	A. QUALIFICATIONS AND EXPERIENCE (50 points)	1-50	48	40	48	136
15	B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 points)	1-5	5	5	5	15
15	C. QUALITY AND RESPONSIVENESS (5 points)	1-5	4	4	5	13
120	D. PLAN OF PERFORMANCE - APPROACH AND STRATEGY (40 points)	1-40	35	35	37	107
300	TOTAL SCORE:	100	92	84	95	271


Prepared by: _____


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GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

OFFEROR: Galaide Group		EVALUATORS				
Maximum # of Points x 3 evaluators	Criteria	Scoring Range per evaluator	A	B	C	TOTAL
150	A. QUALIFICATIONS AND EXPERIENCE (50 points)	1-50	45	40	47	132
15	B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 points)	1-5	4	5	4	13
15	C. QUALITY AND RESPONSIVENESS (5 points)	1-5	4	4	5	13
120	D. PLAN OF PERFORMANCE - APPROACH AND STRATEGY (40 points)	1-40	38	30	35	103
300	TOTAL SCORE:	100	91	79	91	261

Prepared by: 



GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

OFFEROR: GLIMPSES		EVALUATORS				
Maximum # of Points x 3 evaluators	Criteria	Scoring Range per evaluator	A	B	C	TOTAL
150	A. QUALIFICATIONS AND EXPERIENCE (50 points)	1-50	40	30	44	114
15	B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 points)	1-5	4	3	4	11
15	C. QUALITY AND RESPONSIVENESS (5 points)	1-5	5	5	5	15
120	D. PLAN OF PERFORMANCE - APPROACH AND STRATEGY (40 points)	1-40	25	20	35	80
300	TOTAL SCORE:	100	74	58	88	220

Prepared by: cy



GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

OFFEROR: The Greenlight Group		EVALUATORS				
Maximum # of Points x 3 evaluators	Criteria	Scoring Range per evaluator	A	B	C	TOTAL
150	A. QUALIFICATIONS AND EXPERIENCE (50 points)	1-50	35	35	40	110
15	B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 points)	1-5	3	5	3	11
15	C. QUALITY AND RESPONSIVENESS (5 points)	1-5	4	4	4	12
120	D. PLAN OF PERFORMANCE - APPROACH AND STRATEGY (40 points)	1-40	30	20	32	82
300	TOTAL SCORE:	100	72	64	79	215


Prepared by:





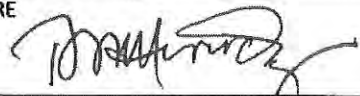
GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

CONFLICT OF INTEREST DISCLOSURE FOR EVALUATORS

EVALUATION DATE: 01/17/2025

- A. It is GVB’s policy to ensure the integrity of its procurement process and that any conflict of interest by anyone involved in the procurement process must be disclosed.
- B. Any effort to influence the procurement process may be a breach of a public trust and a breach of the standards of ethical conduct, and that violations of the standards of ethical conduct may lead to criminal and civil sanctions.
- C. It is a breach of a public trust and/or the standards of ethical conduct and an anticompetitive practice if an Offeror reduces or eliminates competition or restrains trade as a result of an agreement or understanding among competitors or as a result from illicit business actions which have the effect of restraining trade.
- D. It is a breach of ethical standards for any payment, gratuity or offer of employment to be made by or on behalf of the Offeror as an inducement for the procurement award.
- E. It is a breach of ethical standards for a person to be retained by the Offeror to solicit or secure a territorial contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee for the purpose of securing a procurement award.
- F. All proceedings and information derived from any part of the procurement process are confidential. It is a breach of ethical standards for an Offeror to use confidential information for actual or anticipated gain of the Offeror, or for the actual or anticipated gain of any other person.
- G. Upon discovery of an actual or potential conflict of interest as stated herein, Offeror shall promptly file a written statement of disqualification and shall withdraw from further participation in the procurement process and/or the transaction involved.

I have read this Conflict of Interest Disclosure and Statement of Understanding and agree to comply with the ethical standards set forth above.

PRINTED NAME <p style="text-align: center;">DEE HERNANDEZ</p>	SIGNATURE 
--	---

CONFLICTS (IF ANY):







NAME OF OFFEROR: The Manhita Group

EVALUATOR SIGNATURE: [Signature]
 DATE: 01/17/2025

You may use a pencil during evaluations and scoring, but please write final points and total in pen:

EVALUATION OF PROPOSAL (WRITTEN)			
MAXIMUM NO. OF POINTS	EVALUATION CRITERIA	SCORING RANGE	TOTAL SCORE
50	<p>QUALIFICATIONS AND EXPERIENCE: All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:</p> <p>A.1 Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.</p> <p>A.2 Identify the team members and any other key staff personnel to be involved in this project, including their resumes and the roles of each who will perform the services pursuant to this RFP.</p> <p>A.3 Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.</p>	1-50	48
5	<p>DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND.</p> <p>B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.</p> <p>B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for your firm provided the work.</p> <p>B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.</p>	1-5	5
5	<p>QUALITY AND RESPONSIVENESS. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:</p> <p>C.1. Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies.</p> <p>C.2. Affidavits (attached) notarized in the state or territory of the offeror's principal place of establishment.</p> <p>C.3. At a minimum the Offeror shall provide:</p>	1-5	4





	(a) Name and address of offeror (b) Age of Offeror's business (c) List of all subcontractors for this project.		
40	<p>PLAN OF PERFORMANCE – APPROACH AND STRATEGY.</p> <p>To evaluate the agency's qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan:</p> <p>D.1. Branding/Image Building (20 points) (a) Explain proposed strategic approach to change, alter or reinforce Guam's image (if necessary). (b) Demonstrate year-round plan for branding consistency. (c) Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points) (a) Explain proposed positioning and communications plan for summer season travel to Guam in 2025. (b) Present campaign objectives and desired target market segments. (c) Present campaign creative images and suggested communication plan necessary to reach objectives. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.</p>	1-40	35
100	TOTAL EVALUATION SCORE:		92

NOTES/COMMENTS [please write your comments down, for the President's review and consideration].





NAME OF OFFEROR: Galaide Group

EVALUATOR SIGNATURE: [Signature]
 DATE: 01/17/25

You may use a pencil during evaluations and scoring, but please write final points and total in pen:

EVALUATION OF PROPOSAL (WRITTEN)			
MAXIMUM NO. OF POINTS	EVALUATION CRITERIA	SCORING RANGE	TOTAL SCORE
50	<p>QUALIFICATIONS AND EXPERIENCE: All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:</p> <p>A.1 Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.</p> <p>A.2 Identify the team members and any other key staff personnel to be involved in this project, including their resumes and the roles of each who will perform the services pursuant to this RFP.</p> <p>A.3 Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.</p>	1-50	45
5	<p>DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND.</p> <p>B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.</p> <p>B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for your firm provided the work.</p> <p>B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.</p>	1-5	4
5	<p>QUALITY AND RESPONSIVENESS. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:</p> <p>C.1. Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies.</p> <p>C.2. Affidavits (attached) notarized in the state or territory of the offeror's principal place of establishment.</p> <p>C.3. At a minimum the Offeror shall provide:</p>	1-5	4





	(a) Name and address of offeror (b) Age of Offeror's business (c) List of all subcontractors for this project.		
40	<p>PLAN OF PERFORMANCE – APPROACH AND STRATEGY.</p> <p>To evaluate the agency's qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan:</p> <p>D.1. Branding/Image Building (20 points) (a) Explain proposed strategic approach to change, alter or reinforce Guam's image (if necessary). (b) Demonstrate year-round plan for branding consistency. (c) Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points) (a) Explain proposed positioning and communications plan for summer season travel to Guam in 2025. (b) Present campaign objectives and desired target market segments. (c) Present campaign creative images and suggested communication plan necessary to reach objectives. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.</p>	1-40	38
100	TOTAL EVALUATION SCORE:		91

NOTES/COMMENTS [please write your comments down, for the President's review and consideration].





NAME OF OFFEROR: Glimpses Advertising

EVALUATOR SIGNATURE: [Signature]
 DATE: 01172025

You may use a pencil during evaluations and scoring, but please write final points and total in pen:

EVALUATION OF PROPOSAL (WRITTEN)			
MAXIMUM No. OF POINTS	EVALUATION CRITERIA	SCORING RANGE	TOTAL SCORE
50	<p>QUALIFICATIONS AND EXPERIENCE: All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:</p> <p>A.1 Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.</p> <p>A.2 Identify the team members and any other key staff personnel to be involved in this project, including their resumes and the roles of each who will perform the services pursuant to this RFP.</p> <p>A.3 Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.</p>	1-50	40
5	<p>DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND.</p> <p>B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.</p> <p>B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for your firm provided the work.</p> <p>B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.</p>	1-5	4
5	<p>QUALITY AND RESPONSIVENESS. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:</p> <p>C.1. Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies.</p> <p>C.2. Affidavits (attached) notarized in the state or territory of the offeror's principal place of establishment.</p> <p>C.3. At a minimum the Offeror shall provide:</p>	1-5	5





	(a) Name and address of offeror (b) Age of Offeror's business (c) List of all subcontractors for this project.		
40	<p>PLAN OF PERFORMANCE – APPROACH AND STRATEGY.</p> <p>To evaluate the agency's qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan:</p> <p>D.1. Branding/Image Building (20 points) (a) Explain proposed strategic approach to change, alter or reinforce Guam's image (if necessary). (b) Demonstrate year-round plan for branding consistency. (c) Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points) (a) Explain proposed positioning and communications plan for summer season travel to Guam in 2025. (b) Present campaign objectives and desired target market segments. (c) Present campaign creative images and suggested communication plan necessary to reach objectives. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.</p>	1-40	25
100	TOTAL EVALUATION SCORE:		74

NOTES/COMMENTS [please write your comments down, for the President's review and consideration].





NAME OF OFFEROR: Greenlight Media

EVALUATOR SIGNATURE: [Signature]
 DATE: 01/17/2025

You may use a pencil during evaluations and scoring, but please write final points and total in pen:

EVALUATION OF PROPOSAL (WRITTEN)			
MAXIMUM NO. OF POINTS	EVALUATION CRITERIA	SCORING RANGE	TOTAL SCORE
50	<p>QUALIFICATIONS AND EXPERIENCE: All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:</p> <p>A.1 Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.</p> <p>A.2 Identify the team members and any other key staff personnel to be involved in this project, including their resumes and the roles of each who will perform the services pursuant to this RFP.</p> <p>A.3 Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.</p>	1-50	35
5	<p>DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND.</p> <p>B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.</p> <p>B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for your firm provided the work.</p> <p>B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.</p>	1-5	3
5	<p>QUALITY AND RESPONSIVENESS. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:</p> <p>C.1. Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies.</p> <p>C.2. Affidavits (attached) notarized in the state or territory of the offeror's principal place of establishment.</p> <p>C.3. At a minimum the Offeror shall provide:</p>	1-5	4





	(a) Name and address of offeror (b) Age of Offeror's business (c) List of all subcontractors for this project.		
40	<p>PLAN OF PERFORMANCE – APPROACH AND STRATEGY.</p> <p>To evaluate the agency's qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan:</p> <p>D.1. Branding/Image Building (20 points) (a) Explain proposed strategic approach to change, alter or reinforce Guam's image (if necessary). (b) Demonstrate year-round plan for branding consistency. (c) Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points) (a) Explain proposed positioning and communications plan for summer season travel to Guam in 2025. (b) Present campaign objectives and desired target market segments. (c) Present campaign creative images and suggested communication plan necessary to reach objectives. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.</p>	1-40	30
100	TOTAL EVALUATION SCORE:		72

NOTES/COMMENTS [please write your comments down, for the President's review and consideration].





GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

CONFLICT OF INTEREST DISCLOSURE FOR EVALUATORS

EVALUATION DATE: 01/07/25

- A. It is GVB’s policy to ensure the integrity of its procurement process and that any conflict of interest by anyone involved in the procurement process must be disclosed.
B. Any effort to influence the procurement process may be a breach of a public trust and a breach of the standards of ethical conduct, and that violations of the standards of ethical conduct may lead to criminal and civil sanctions.
C. It is a breach of a public trust and/or the standards of ethical conduct and an anticompetitive practice if an Offeror reduces or eliminates competition or restrains trade as a result of an agreement or understanding among competitors or as a result from illicit business actions which have the effect of restraining trade.
D. It is a breach of ethical standards for any payment, gratuity or offer of employment to be made by or on behalf of the Offeror as an inducement for the procurement award.
E. It is a breach of ethical standards for a person to be retained by the Offeror to solicit or secure a territorial contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee for the purpose of securing a procurement award.
F. All proceedings and information derived from any part of the procurement process are confidential. It is a breach of ethical standards for an Offeror to use confidential information for actual or anticipated gain of the Offeror, or for the actual or anticipated gain of any other person.
G. Upon discovery of an actual or potential conflict of interest as stated herein, Offeror shall promptly file a written statement of disqualification and shall withdraw from further participation in the procurement process and/or the transaction involved.

I have read this Conflict of Interest Disclosure and Statement of Understanding and agree to comply with the ethical standards set forth above.

Table with 2 columns: PRINTED NAME (NADINE LEON GUERRERO) and SIGNATURE (Handwritten signature)

CONFLICTS (IF ANY):







NAME OF OFFEROR: Manhita

EVALUATOR SIGNATURE: [Signature]
 DATE: 1/17/25

You may use a pencil during evaluations and scoring, but please write final points and total in pen:

EVALUATION OF PROPOSAL (WRITTEN)			
MAXIMUM NO. OF POINTS	EVALUATION CRITERIA	SCORING RANGE	TOTAL SCORE
50	<p>QUALIFICATIONS AND EXPERIENCE: All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:</p> <p>A.1 Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.</p> <p>A.2 Identify the team members and any other key staff personnel to be involved in this project, including their resumes and the roles of each who will perform the services pursuant to this RFP.</p> <p>A.3 Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.</p>	1-50	40
5	<p>DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND.</p> <p>B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.</p> <p>B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for your firm provided the work.</p> <p>B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.</p>	1-5	5
5	<p>QUALITY AND RESPONSIVENESS. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:</p> <p>C.1. Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies.</p> <p>C.2. Affidavits (attached) notarized in the state or territory of the offeror's principal place of establishment.</p> <p>C.3. At a minimum the Offeror shall provide:</p>	1-5	





	(a) Name and address of offeror (b) Age of Offeror's business (c) List of all subcontractors for this project.		4
40	PLAN OF PERFORMANCE – APPROACH AND STRATEGY. To evaluate the agency's qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan: D.1. Branding/Image Building (20 points) (a) Explain proposed strategic approach to change, alter or reinforce Guam's image (if necessary). (b) Demonstrate year-round plan for branding consistency. (c) Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment. D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points) (a) Explain proposed positioning and communications plan for summer season travel to Guam in 2025. (b) Present campaign objectives and desired target market segments. (c) Present campaign creative images and suggested communication plan necessary to reach objectives. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment. D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.	1-40	35
100	TOTAL EVALUATION SCORE:		84

NOTES/COMMENTS [please write your comments down, for the President's review and consideration].

40
 54
 35

 84





NAME OF OFFEROR: Galaide

EVALUATOR SIGNATURE: Nadine Leon Guerrero
 DATE: 1/17/25

You may use a pencil during evaluations and scoring, but please write final points and total in pen:

EVALUATION OF PROPOSAL (WRITTEN)			
MAXIMUM NO. OF POINTS	EVALUATION CRITERIA	SCORING RANGE	TOTAL SCORE
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5	<p>DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND.</p> <p>B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.</p> <p>B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for your firm provided the work.</p> <p>B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.</p>	1-5	5
5	<p>QUALITY AND RESPONSIVENESS. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:</p> <p>C.1. Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies.</p> <p>C.2. Affidavits (attached) notarized in the state or territory of the offeror's principal place of establishment.</p> <p>C.3. At a minimum the Offeror shall provide:</p>	1-5	4





	(a) Name and address of offeror (b) Age of Offeror's business (c) List of all subcontractors for this project.		
40	<p>PLAN OF PERFORMANCE – APPROACH AND STRATEGY.</p> <p>To evaluate the agency's qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan:</p> <p>D.1. Branding/Image Building (20 points)</p> <p>(a) Explain proposed strategic approach to change, alter or reinforce Guam's image (if necessary).</p> <p>(b) Demonstrate year-round plan for branding consistency.</p> <p>(c) Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan.</p> <p>(d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points)</p> <p>(a) Explain proposed positioning and communications plan for summer season travel to Guam in 2025.</p> <p>(b) Present campaign objectives and desired target market segments.</p> <p>(c) Present campaign creative images and suggested communication plan necessary to reach objectives.</p> <p>(d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.</p>	1-40	30
100	TOTAL EVALUATION SCORE:		79

NOTES/COMMENTS [please write your comments down, for the President's review and consideration].





NAME OF OFFEROR: Impres

EVALUATOR SIGNATURE: Nadine Leon Guerrero
 DATE: 4/17/25

You may use a pencil during evaluations and scoring, but please write final points and total in pen:

EVALUATION OF PROPOSAL (WRITTEN)			
MAXIMUM NO. OF POINTS	EVALUATION CRITERIA	SCORING RANGE	TOTAL SCORE
50	QUALIFICATIONS AND EXPERIENCE: All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall: A.1 Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document. A.2 Identify the team members and any other key staff personnel to be involved in this project, including their resumes and the roles of each who will perform the services pursuant to this RFP. A.3 Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.	1-50	30
5	DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND. B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions. B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for your firm provided the work. B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.	1-5	3
5	QUALITY AND RESPONSIVENESS. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following: C.1. Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies. C.2. Affidavits (attached) notarized in the state or territory of the offeror's principal place of establishment. C.3. At a minimum the Offeror shall provide:	1-5	5





	(a) Name and address of offeror ✓ (b) Age of Offeror's business ✓ (c) List of all subcontractors for this project. ✓		
40	<p>PLAN OF PERFORMANCE – APPROACH AND STRATEGY.</p> <p>To evaluate the agency's qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan:</p> <p>D.1. Branding/Image Building (20 points) (a) Explain proposed strategic approach to change, alter or reinforce Guam's image (if necessary). (b) Demonstrate year-round plan for branding consistency. (c) Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points) (a) Explain proposed positioning and communications plan for summer season travel to Guam in 2025. (b) Present campaign objectives and desired target market segments. (c) Present campaign creative images and suggested communication plan necessary to reach objectives. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.</p>	1-40	20
100	TOTAL EVALUATION SCORE:		58

NOTES/COMMENTS [please write your comments down, for the President's review and consideration].





NAME OF OFFEROR: Greenlight

EVALUATOR SIGNATURE: [Signature]
 DATE: 11/17/25

You may use a pencil during evaluations and scoring, but please write final points and total in pen:

EVALUATION OF PROPOSAL (WRITTEN)			
MAXIMUM NO. OF POINTS	EVALUATION CRITERIA	SCORING RANGE	TOTAL SCORE
50	<p>QUALIFICATIONS AND EXPERIENCE: All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:</p> <p>A.1 Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.</p> <p>A.2 Identify the team members and any other key staff personnel to be involved in this project, including their resumes and the roles of each who will perform the services pursuant to this RFP.</p> <p>A.3 Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.</p>	1-50	35
5	<p>DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND.</p> <p>B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.</p> <p>B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for your firm provided the work.</p> <p>B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.</p>	1-5	5
5	<p>QUALITY AND RESPONSIVENESS. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:</p> <p>C.1. Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies. ✓</p> <p>C.2. Affidavits (attached) notarized in the state or territory of the offeror's principal place of establishment.</p> <p>C.3. At a minimum the Offeror shall provide:</p>	1-5	4





	(a) Name and address of offeror ✓ (b) Age of Offeror's business ✓ (c) List of all subcontractors for this project. ✓		
40	<p>PLAN OF PERFORMANCE – APPROACH AND STRATEGY.</p> <p>To evaluate the agency's qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan:</p> <p>D.1. Branding/Image Building (20 points) (a) Explain proposed strategic approach to change, alter or reinforce Guam's image (if necessary). (b) Demonstrate year-round plan for branding consistency. (c) Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points) (a) Explain proposed positioning and communications plan for summer season travel to Guam in 2025. (b) Present campaign objectives and desired target market segments. (c) Present campaign creative images and suggested communication plan necessary to reach objectives. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.</p>	1-40	20
100	TOTAL EVALUATION SCORE:		64

NOTES/COMMENTS [please write your comments down, for the President's review and consideration].

35
 4
 20
 64





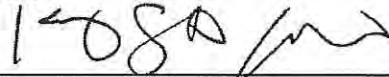
GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

CONFLICT OF INTEREST DISCLOSURE FOR EVALUATORS

EVALUATION DATE: 1/17/2025

- A. It is GVB's policy to ensure the integrity of its procurement process and that any conflict of interest by anyone involved in the procurement process must be disclosed.
- B. Any effort to influence the procurement process may be a breach of a public trust and a breach of the standards of ethical conduct, and that violations of the standards of ethical conduct may lead to criminal and civil sanctions.
- C. It is a breach of a public trust and/or the standards of ethical conduct and an anticompetitive practice if an Offeror reduces or eliminates competition or restrains trade as a result of an agreement or understanding among competitors or as a result from illicit business actions which have the effect of restraining trade.
- D. It is a breach of ethical standards for any payment, gratuity or offer of employment to be made by or on behalf of the Offeror as an inducement for the procurement award.
- E. It is a breach of ethical standards for a person to be retained by the Offeror to solicit or secure a territorial contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee for the purpose of securing a procurement award.
- F. All proceedings and information derived from any part of the procurement process are confidential. It is a breach of ethical standards for an Offeror to use confidential information for actual or anticipated gain of the Offeror, or for the actual or anticipated gain of any other person.
- G. Upon discovery of an actual or potential conflict of interest as stated herein, Offeror shall promptly file a written statement of disqualification and shall withdraw from further participation in the procurement process and/or the transaction involved.

I have read this Conflict of Interest Disclosure and Statement of Understanding and agree to comply with the ethical standards set forth above.

PRINTED NAME KRAIG CAMACHO	SIGNATURE 
-------------------------------	---

CONFLICTS (IF ANY):





NAME OF OFFEROR: Manhita Group

EVALUATOR SIGNATURE: [Signature]
 DATE: 1/17/2025

You may use a pencil during evaluations and scoring, but please write final points and total in pen:

EVALUATION OF PROPOSAL (WRITTEN)			
MAXIMUM NO. OF POINTS	EVALUATION CRITERIA	SCORING RANGE	TOTAL SCORE
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5	<p>DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND.</p> <p>B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.</p> <p>B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for your firm provided the work.</p> <p>B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.</p>	1-5	5
5	<p>QUALITY AND RESPONSIVENESS. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:</p> <p>C.1. Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies.</p> <p>C.2. Affidavits (attached) notarized in the state or territory of the offeror's principal place of establishment.</p> <p>C.3. At a minimum the Offeror shall provide:</p>	1-5	5





	(a) Name and address of offeror (b) Age of Offeror's business (c) List of all subcontractors for this project.		
40	<p>PLAN OF PERFORMANCE – APPROACH AND STRATEGY.</p> <p>To evaluate the agency's qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan:</p> <p>D.1. Branding/Image Building (20 points) (a) Explain proposed strategic approach to change, alter or reinforce Guam's image (if necessary). (b) Demonstrate year-round plan for branding consistency. (c) Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points) (a) Explain proposed positioning and communications plan for summer season travel to Guam in 2025. (b) Present campaign objectives and desired target market segments. (c) Present campaign creative images and suggested communication plan necessary to reach objectives. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.</p>	1-40	37
100	TOTAL EVALUATION SCORE:		95

NOTES/COMMENTS [please write your comments down, for the President's review and consideration].





NAME OF OFFEROR: Salaide Group

EVALUATOR SIGNATURE: [Signature]
 DATE: 1/17/2025

You may use a pencil during evaluations and scoring, but please write final points and total in pen:

EVALUATION OF PROPOSAL (WRITTEN)			
MAXIMUM NO. OF POINTS	EVALUATION CRITERIA	SCORING RANGE	TOTAL SCORE
50	<p>QUALIFICATIONS AND EXPERIENCE: All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:</p> <p>A.1 Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.</p> <p>A.2 Identify the team members and any other key staff personnel to be involved in this project, including their resumes and the roles of each who will perform the services pursuant to this RFP.</p> <p>A.3 Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.</p>	1-50	47
5	<p>DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND.</p> <p>B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.</p> <p>B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for your firm provided the work.</p> <p>B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.</p>	1-5	4
5	<p>QUALITY AND RESPONSIVENESS. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:</p> <p>C.1. Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies.</p> <p>C.2. Affidavits (attached) notarized in the state or territory of the offeror's principal place of establishment.</p> <p>C.3. At a minimum the Offeror shall provide:</p>	1-5	5





	(a) Name and address of offeror (b) Age of Offeror's business (c) List of all subcontractors for this project.		
40	<p>PLAN OF PERFORMANCE – APPROACH AND STRATEGY.</p> <p>To evaluate the agency's qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan:</p> <p>D.1. Branding/Image Building (20 points) (a) Explain proposed strategic approach to change, alter or reinforce Guam's image (if necessary). (b) Demonstrate year-round plan for branding consistency. (c) Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points) (a) Explain proposed positioning and communications plan for summer season travel to Guam in 2025. (b) Present campaign objectives and desired target market segments. (c) Present campaign creative images and suggested communication plan necessary to reach objectives. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.</p>	1-40	35
100	TOTAL EVALUATION SCORE:		91

NOTES/COMMENTS *[please write your comments down, for the President's review and consideration].*





NAME OF OFFEROR: Glimpses Advertising

EVALUATOR SIGNATURE: [Signature]
 DATE: 1/17/2025

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EVALUATION OF PROPOSAL (WRITTEN)			
MAXIMUM NO. OF POINTS	EVALUATION CRITERIA	SCORING RANGE	TOTAL SCORE
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5	<p>DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND.</p> <p>B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.</p> <p>B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for your firm provided the work.</p> <p>B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.</p>	1-5	4
5	<p>QUALITY AND RESPONSIVENESS. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:</p> <p>C.1. Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies.</p> <p>C.2. Affidavits (attached) notarized in the state or territory of the offeror's principal place of establishment.</p> <p>C.3. At a minimum the Offeror shall provide:</p>	1-5	5





	(a) Name and address of offeror (b) Age of Offeror's business (c) List of all subcontractors for this project.		
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100	TOTAL EVALUATION SCORE:		88

NOTES/COMMENTS [please write your comments down, for the President's review and consideration].





NAME OF OFFEROR: Greenlight

EVALUATOR SIGNATURE: [Signature]
 DATE: 1/17/2025

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EVALUATION OF PROPOSAL (WRITTEN)			
MAXIMUM NO. OF POINTS	EVALUATION CRITERIA	SCORING RANGE	TOTAL SCORE
50	<p>QUALIFICATIONS AND EXPERIENCE: All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:</p> <p>A.1 Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.</p> <p>A.2 Identify the team members and any other key staff personnel to be involved in this project, including their resumes and the roles of each who will perform the services pursuant to this RFP.</p> <p>A.3 Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.</p>	1-50	40
5	<p>DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND.</p> <p>B.1 Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.</p> <p>B.2 Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization for your firm provided the work.</p> <p>B.3 Receipt of Past Performance Questionnaires from references, preferably from those project references in Section B.2 above.</p>	1-5	3
5	<p>QUALITY AND RESPONSIVENESS. The quality and responsiveness of an Offeror's proposal is subject but not limited to the following:</p> <p>C.1. Proof of the license to do business in Guam and statement of no pending legal issues with the government or other private companies.</p> <p>C.2. Affidavits (attached) notarized in the state or territory of the offeror's principal place of establishment.</p> <p>C.3. At a minimum the Offeror shall provide:</p>	1-5	4





	(a) Name and address of offeror (b) Age of Offeror's business (c) List of all subcontractors for this project.		
40	<p>PLAN OF PERFORMANCE – APPROACH AND STRATEGY.</p> <p>To evaluate the agency's qualifications and abilities to perform the services required in this RFP, the agency shall include a detailed communication plan and event management addressing the requirements below. Price, cost data and compensation shall not be included in this plan:</p> <p>D.1. Branding/Image Building (20 points) (a) Explain proposed strategic approach to change, alter or reinforce Guam's image (if necessary). (b) Demonstrate year-round plan for branding consistency. (c) Provide suggested creative art board, visual displays, ad layouts to support brand image and communication plan. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.2. Test Scenario – Summer Event Enticing Travel to Guam (20 points) (a) Explain proposed positioning and communications plan for summer season travel to Guam in 2025. (b) Present campaign objectives and desired target market segments. (c) Present campaign creative images and suggested communication plan necessary to reach objectives. (d) Illustrate, through a pie chart, the media mix addressing frequency, reach and message for each market segment.</p> <p>D.3. Proposed subcontractors (if any) it would engage to affect a full turn-key service.</p>	1-40	32
100	TOTAL EVALUATION SCORE:		79

NOTES/COMMENTS [please write your comments down, for the President's review and consideration].





GVB Procurement Office <procurement@visitguam.org>

Notice of Intent to Award to RIMS

1 message

GVB Procurement Office <procurement@visitguam.org>

Tue, Jan 21, 2025 at 9:14 AM

To: Steve Ruder <steveruder@rimsguam.com>

Bcc: GVB Procurement Office <procurement@visitguam.org>

THIS IS BEING SENT TO YOU ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa adai: Kindly refer to the attached letter from Gerry Perez. Dee Hernandez will be off-island this week; however, Mr. Perez would like to initiate negotiations with you at 2pm on Thursday, January 23, 2025. Kindly confirm your availability by reply to this email.

Thank you.

--


GVB Procurement Office



GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



 **RIMS - NOIA to RIMS 012125 emailed 012125.pdf**
99K



January 21, 2025

Stephen C. Ruder
President and CEO
Ruder Integrated Marketing Strategies (RIMS)
674 Harmon Loop Road, Suite 207
Dededo, Guam 96929

Subj: Notice of Intent to Award to Ruder Integrated Marketing Strategies (RIMS)
Re: GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

Hafa adai Mr. Ruder: *Stone*


The Guam Visitors Bureau is pleased with the professionalism and talent exhibited in the proposal submitted for this service. This is notice of intent to award Ruder Integrated Marketing Strategies (RIMS) to provide Integrated Communications, Advertising and Event Support Services for the Bureau.

It is GVB's intent to award and commence negotiations as indicated in Section 3.9 of the RFP. A copy of the administrative review and evaluation tally sheet is attached.

Please provide us with your acknowledgement of this Notice along with your price offer for this service. We will be contacting you to discuss GVB's needs and begin negotiations as provided for in the RFP. Once we have come to a mutual agreement, GVB will issue the Notice of Award and provide you with the final contract for your review and signature. Upon receipt of all contract signatures, we will issue the Notice to Proceed along with a copy of the contract for your records.

Your contact for this project is Director of Destination Development Dee Hernandez. She can be reached at (671) 646-5278 x494.

Senseramente,


GERALD S.A. PEREZ
Acting President and CEO

attachments



Submitted: 17-Jan-25
 Offeror: Ruder Integrated Marketing Strategies (RIMS)
 Name: Stephen C. Ruder
 Title: President


Time on Record: 11:20 a.m.
 Contact #: 671-635-1126
 Email: steveruder@rimsguam.com
 Address: 674 Harmon Loop Road, Suite 207
 Dededo, Guam 96929

RFP CHECKLIST/SUBMISSION REQUIREMENTS		RFP PAGE	✓	Page	Notes
RFP Cover Sheet		Pg. 2	✓		signed by Stephen Ruder
Section 1.3	RFP Submission Criteria	Pg. 14			
A	Each Offeror shall submit five (5) complete sets of the written proposal: one (1) marked "ORIGINAL" and four (4) marked "COPY."	14	✓		
B	An official authorized to legally bind the Offeror to all RFP provisions contained herein shall sign the proposal cover sheet (see page 2) and a cover letter that agrees to accept and abide by the terms of this RFP. Submittals will be considered incomplete if they do not bear the signature of an agent of the Offeror who is in a position to contractually bind the Offeror.	14	✓	pg 1	signed by Stephen Ruder for RIMS and Jenevieve Sablan Ooka for Big Fish Creative Inc. as the Manhita Team.
C	Terms and conditions differing from those set forth in this RFP may be cause for disqualification of the proposal.	14			None stated
D	Offeror must designate those portions of their proposal, if any, they believe contain trade secrets or proprietary data which Offeror wants to keep confidential.	14			None stated
E	Offeror must organize proposal into sections that follow the format of this RFP, with tabs separating each section. A point-by-point response to all numbered sections, subsections and appendices is required. If no explanation or clarification is required in the Offeror's response to a specific subsection, the Offeror shall indicate so in the point-by-point response or utilize a blanket response for the entire section with the following statement: "(Offeror's Name) understands and will comply."	15	✓		Table of Contents; paginated; color coded
Section 2.2: Evaluation Criteria and Scale		PP 21-23			
A. QUALIFICATIONS AND EXPERIENCE (40 pts): All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:		21	✓	pgs 4-21	
A.1	<i>Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.</i>	21	✓		
A.2	<i>Identify the team members and any other key staff personnel to be involved in this project.</i>	21	✓		
A.3	<i>Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.</i>	21	✓		
A.4	<i>Provide the name and resume of the person or persons who will be performing the services pursuant to this RFP.</i>	22	✓		
A.5	<i>Include resumes of principals, key staff, and any other employees who will be directly involved in performing the work.</i>	22	✓		
. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 pts).		Pg. 22	✓	pgs 24-37	

EVALUATION OF PROPOSALS

Maximum # of Points x 3 evaluators	Criteria	MANHITA	GALAIDE	GLIMPSES	GREENLIGHT
150	A. QUALIFICATIONS AND EXPERIENCE (50 points)	136	132	114	110
15	B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 points)	15	13	11	11
15	C. QUALITY AND RESPONSIVENESS (5 points)	13	13	15	12
120	D. PLAN OF PERFORMANCE - APPROACH AND STRATEGY (40 points)	107	103	80	82
300	TOTAL SCORE:	271	261	220	215
RANKING ORDER:		1	2	3	4

Prepared by:



Certified by:





GVB Procurement Office <procurement@visitguam.org>

Notice of Intent to Award to RIMS

1 message

GVB Procurement Office <procurement@visitguam.org>
To: Monica Okada Guzman <monicaguzman@galaidegroup.com>
Bcc: GVB Procurement Office <procurement@visitguam.org>

Tue, Jan 21, 2025 at 9:14 AM

THIS IS BEING SENT ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa adai: Please refer to the attached letter from the GVB Acting President and CEO.

Thank you.


--

GVB Procurement Office



GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



 **GALAIDE - NOIA to RIMS emailed 012125.pdf**
95K



January 21, 2025

Monica Guzman
Managing Director
Galaide Group LLC
2nd Floor, Janet Bldg.
135 Chalan Santo Papa
Hagatna, Guam 96932

Subj: Notice of Intent to Award to Ruder Integrated Marketing Strategies (RIMS)
Re: GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

Hafa adai Ms. Guzman:

Thank you for submitting a proposal GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services. The evaluation committee has completed its work and reviewed all proposals submitted by interested offerors.

GVB has elected to pursue a contract with Ruder Integrated Marketing Strategies (RIMS), but we are truly grateful for the time and effort you put in to submitting your proposal. Attached for your review is the Administrative Review and Evaluation Summary.

We hope that as other opportunities arise, you continue to engage in the process and submit a proposal.

If you have any questions or concerns, please feel free to contact our office at (671) 646-5278.

Si Yu'os Ma'åse'

GERALD S.A. PEREZ
Acting President and CEO

attachments



Submitted: 17-Jan-25
 Offeror: Galaide Group LLC
 Name: Monica Guzman
 Title: Managing Director

Time on Record: 10:25 a.m.
 Contact #: 671-646-3448
 Email: monicaguzman@galaidegroup.com
 Address: 135 Chalan Santo Papa, 2nd Fl, Janet Bldg.
 Hagatna, Guam 96932

RFP CHECKLIST/SUBMISSION REQUIREMENTS		RFP PAGE	✓	Page	Notes
RFP Cover Sheet		Pg. 2	✓		signed by Monica Guzman
Section 1.3	RFP Submission Criteria	Pg. 14			
A	Each Offeror shall submit five (5) complete sets of the written proposal: one (1) marked "ORIGINAL" and four (4) marked "COPY."	14	✓		
B	An official authorized to legally bind the Offeror to all RFP provisions contained herein shall sign the proposal cover sheet (see page 2) and a cover letter that agrees to accept and abide by the terms of this RFP. Submittals will be considered incomplete if they do not bear the signature of an agent of the Offeror who is in a position to contractually bind the Offeror.	14	✓	pg 5	signed by Monica Guzman
C	Terms and conditions differing from those set forth in this RFP may be cause for disqualification of the proposal.	14			none stated
D	Offeror must designate those portions of their proposal, if any, they believe contain trade secrets or proprietary data which Offeror wants to keep confidential.	14			none stated
E	Offeror must organize proposal into sections that follow the format of this RFP, with tabs separating each section. A point-by-point response to all numbered sections, subsections and appendices is required. If no explanation or clarification is required in the Offeror's response to a specific subsection, the Offeror shall indicate so in the point-by-point response or utilize a blanket response for the entire section with the following statement: "(Offeror's Name) understands and will comply."	15	✓		Table of contents, tabs and pagination do not correspond.
Section 2.2: Evaluation Criteria and Scale		PP 21-23	✓		see pages 15-32
A. QUALIFICATIONS AND EXPERIENCE (40 pts): All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:		21			
A.1	Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.	21			
A.2	Identify the team members and any other key staff personnel to be involved in this project.	21			
A.3	Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.	21			
A.4	Provide the name and resume of the person or persons who will be performing the services pursuant to this RFP.	22			
A.5	Include resumes of principals, key staff, and any other employees who will be directly involved in performing the work.	22			
B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 pts).		Pg. 22	✓		see pages 32-45

EVALUATION OF PROPOSALS

Maximum # of Points x 3 evaluators	Criteria	MANHITA	GALAIDE	GLIMPSSES	GREENLIGHT
150	A. QUALIFICATIONS AND EXPERIENCE (50 points)	136	132	114	110
15	B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 points)	15	13	11	11
15	C. QUALITY AND RESPONSIVENESS (5 points)	13	13	15	12
120	D. PLAN OF PERFORMANCE - APPROACH AND STRATEGY (40 points)	107	103	80	82
300	TOTAL SCORE:	271	261	220	215
	RANKING ORDER:	1	2	3	4

Prepared by: 

Certified by: 



GVB Procurement Office <procurement@visitguam.org>

Notice of Intent to Award to RIMS

1 message

GVB Procurement Office <procurement@visitguam.org>
To: "Marcos W. Fong" <managingdirector@glimpsesofofguam.com>
Cc: Sharleen Marchesseault <dir_agency@glimpsesofofguam.com>

Tue, Jan 21, 2025 at 9:14 AM

THIS IS BEING SENT ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa adai: Please refer to the attached letter from the GVB Acting President and CEO.

Thank you.


-

GVB Procurement Office



GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



 **GLIMPSES - NOIA to RIMS emailed 012125.pdf**
99K



January 21, 2025

Marcos W. Fong
Managing Director
Glimpses of Guam, Inc.
161 US Army Juan C. Fejeran Street
Barrigada Heights, GU 96913

Subj: Notice of Intent to Award to Ruder Integrated Marketing Strategies (RIMS)
Re: GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

Hafa adai Mr. Fong:

Thank you for submitting a proposal GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services. The evaluation committee has completed its work and reviewed all proposals submitted by interested offerors.

GVB has elected to pursue a contract with Ruder Integrated Marketing Strategies (RIMS), but we are truly grateful for the time and effort you put in to submitting your proposal. Attached for your review is the Administrative Review and Evaluation Summary.

We hope that as other opportunities arise, you continue to engage in the process and submit a proposal.

If you have any questions or concerns, please feel free to contact our office at (671) 646-5278.

Si Yu'os Ma'åse'

GERALD S.A. PEREZ
Acting President and CEO

attachments



Submitted: 17-Jan-25
 Offeror: Glimpses of Guam, Inc.
 Name: Marcos W. Fong
 Title: Managing Director

Time on Record: 11:45 a.m.
 Contact #: 671-649-0883
 Email: managingdirector@glimpsesofguam.com
 Address: 161 US Army Juan C Fejeran Street
 Barrigada Heights, GU 96913

RFP CHECKLIST/SUBMISSION REQUIREMENTS		RFP PAGE	✓	Page	Notes
RFP Cover Sheet		Pg. 2	✓		signed by Marcos Fong
Section 1.3	RFP Submission Criteria	Pg. 14			
A	Each Offeror shall submit five (5) complete sets of the written proposal: one (1) marked "ORIGINAL" and four (4) marked "COPY."	14	✓		orig + 1 in one package; 3 copies in 2nd package
B	An official authorized to legally bind the Offeror to all RFP provisions contained herein shall sign the proposal cover sheet (see page 2) and a cover letter that agrees to accept and abide by the terms of this RFP. Submittals will be considered incomplete if they do not bear the signature of an agent of the Offeror who is in a position to contractually bind the Offeror.	14	✓		Signed by Marcos, Managing Director and Vicky Fong, General Manager.
C	Terms and conditions differing from those set forth in this RFP may be cause for disqualification of the proposal.	14			None stated
D	Offeror must designate those portions of their proposal, if any, they believe contain trade secrets or proprietary data which Offeror wants to keep confidential.	14			None stated
E	Offeror must organize proposal into sections that follow the format of this RFP, with tabs separating each section. A point-by-point response to all numbered sections, subsections and appendices is required. If no explanation or clarification is required in the Offeror's response to a specific subsection, the Offeror shall indicate so in the point-by-point response or utilize a blanket response for the entire section with the following statement: "(Offeror's Name) understands and will comply."	15	✓		Coverletter lists table of contents as A,B,C and D. Tabs are numbered: 1-2-3-4.
Section 2.2: Evaluation Criteria and Scale		PP 21-23			
A. QUALIFICATIONS AND EXPERIENCE (40 pts): All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:		21	✓		TAB 1
A.1	Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.	21	✓		See Tab 1, pgs 2-3 of 38
A.2	Identify the team members and any other key staff personnel to be involved in this project.	21	✓		See Tab 1, pgs 4-9 of 38
A.3	Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.	21	✓		See Tab 1, pgs 10-23 of 38
A.4	Provide the name and resume of the person or persons who will be performing the services pursuant to this RFP.	22	✓		Resumes start on pg 24
A.5	Include resumes of principals, key staff, and any other employees who will be directly involved in performing the work.	22	✓		Resumes start on pg 24
B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 pts).		Pg. 22	✓		TAB 2

EVALUATION OF PROPOSALS

Maximum # of Points x 3 evaluators	Criteria	MANHITA	GALAIDE	GLIMPSES	GREENLIGHT
150	A. QUALIFICATIONS AND EXPERIENCE (50 points)	136	132	114	110
15	B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 points)	15	13	11	11
15	C. QUALITY AND RESPONSIVENESS (5 points)	13	13	15	12
120	D. PLAN OF PERFORMANCE - APPROACH AND STRATEGY (40 points)	107	103	80	82
300	TOTAL SCORE:	271	261	220	215
	RANKING ORDER:	1	2	3	4

Prepared by:



Certified by:



1/21/25, 9:16 AM

Guam Visitors Bureau Mail - Notice of Intent to Award to RIMS



GVB Procurement Office <procurement@visitguam.org>

Notice of Intent to Award to RIMS

1 message

GVB Procurement Office <procurement@visitguam.org>
To: matanane@thegreenlight.group

Tue, Jan 21, 2025 at 9:14 AM

THIS IS BEING SENT ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa adai: Please refer to the attached letter from the GVB Acting President and CEO.

Thank you.

--


GVB Procurement Office



GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



 **GREENLIGHT - NOIA to RIMS emailed 012125.pdf**
104K



January 21, 2025

Therese Arroyo Matanane
President & Managing Director
Greenlight Media Productions, Inc.
dba The Greenlight Group
Unit 303, Suite 1258
285 Farenholt Avenue
Tamuning, Guam 96913

Subj: Notice of Intent to Award to Ruder Integrated Marketing Strategies (RIMS)
Re: GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

Hafa adai Ms. Matanane:

Thank you for submitting a proposal GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services. The evaluation committee has completed its work and reviewed all proposals submitted by interested offerors.

GVB has elected to pursue a contract with Ruder Integrated Marketing Strategies (RIMS), but we are truly grateful for the time and effort you put in to submitting your proposal. Attached for your review is the Administrative Review and Evaluation Summary.

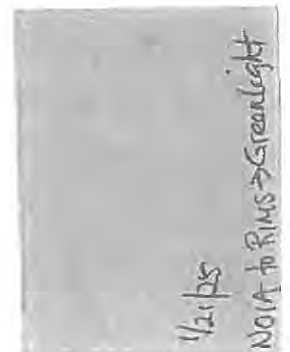
We hope that as other opportunities arise, you continue to engage in the process and submit a proposal.

If you have any questions or concerns, please feel free to contact our office at (671) 646-5278.

Si Yu'os Ma'åse'

GERALD S.A. PEREZ
Acting President and CEO

attachments



Submitted: 17-Jan-25

Time on Record: 11:54 a.m.

Offeror: Greenlight Media Productions, Inc. dba The Greenlight Group

Contact #: 671-475-4567

Name: Therese Arroyo Matanane

Email: matanane@thegreenlight.group

Title: President and Managing Director

Address: 285 Farenholt Ave, Unit 303, Suite 1258
Tamuning, Guam 96913

RFP CHECKLIST/SUBMISSION REQUIREMENTS		RFP PAGE	✓	Page	Notes
RFP Cover Sheet		Pg. 2	✓		signed by Therese Arroyo Matanane
Section 1.3	RFP Submission Criteria	Pg. 14			
A	Each Offeror shall submit five (5) complete sets of the written proposal: one (1) marked "ORIGINAL" and four (4) marked "COPY."	14	✓		
B	An official authorized to legally bind the Offeror to all RFP provisions contained herein shall sign the proposal cover sheet (see page 2) and a cover letter that agrees to accept and abide by the terms of this RFP. Submittals will be considered incomplete if they do not bear the signature of an agent of the Offeror who is in a position to contractually bind the Offeror.	14	✓		signed by Therese Arroyo Matanane
C	Terms and conditions differing from those set forth in this RFP may be cause for disqualification of the proposal.	14			None stated
D	Offeror must designate those portions of their proposal, if any, they believe contain trade secrets or proprietary data which Offeror wants to keep confidential.	14			None stated
E	Offeror must organize proposal into sections that follow the format of this RFP, with tabs separating each section. A point-by-point response to all numbered sections, subsections and appendices is required. If no explanation or clarification is required in the Offeror's response to a specific subsection, the Offeror shall indicate so in the point-by-point response or utilize a blanket response for the entire section with the following statement: "(Offeror's Name) understands and will comply."	15	✓		
Section 2.2: Evaluation Criteria and Scale		PP 21-23			
A. QUALIFICATIONS AND EXPERIENCE (40 pts): All proposals submitted in response to this opportunity shall contain a Statement of Qualifications, which shall:		21	✓		starts at pg 30
A.1	Describe the qualifications and ability of the Offeror to perform the Scope of Services set forth in this document.	21	✓		pgs 30-35
A.2	Identify the team members and any other key staff personnel to be involved in this project.	21	✓		pgs 36-46; pg 48 lists team
A.3	Provide sufficient detail to support their degrees or levels of expertise, job performance, and ability to perform the work contemplated.	21			pgs 36-46
A.4	Provide the name and resume of the person or persons who will be performing the services pursuant to this RFP.	22		✓	no resumes found
A.5	Include resumes of principals, key staff, and any other employees who will be directly involved in performing the work.	22		✓	no resumes found
B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 pts).		Pg. 22	✓		starts at pg 50
B.1	Prospective offerors must demonstrate that they possess the capacity and capability to respond to the broad range of projects, challenges and opportunities that need innovative solutions.	22	✓		pgs 50-52
B.2	Include a minimum of three (3) examples of similar successful projects to include but not limited to Project Name, Project Summary, Place, Name of the Organization your firm provided the work to and at least one (1) photo of the final product.	22	✓		pgs 53-66

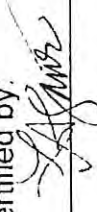
EVALUATION OF PROPOSALS

Maximum # of Points x 3 evaluators	Criteria	MANHITA	GALAIDE	GLIMPSES	GREENLIGHT
150	A. QUALIFICATIONS AND EXPERIENCE (50 points)	136	132	114	110
15	B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 points)	15	13	11	11
15	C. QUALITY AND RESPONSIVENESS (5 points)	13	13	15	12
120	D. PLAN OF PERFORMANCE - APPROACH AND STRATEGY (40 points)	107	103	80	82
300	TOTAL SCORE:	271	261	220	215
	RANKING ORDER:	1	2	3	4

Prepared by:



Certified by:





January 23, 2025

Stephen C. Ruder
President
Ruder Integrated Marketing Strategies (RIMS)
674 Harmon Loop Road, Suite 207
Dededo, Guam 96929

Subj: Negotiations
Re: GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

Hafa adai Steve:

It was good to see you and your team this afternoon. Following our discussion, I wanted to provide some specifics that you might consider incorporating into the monthly retainer or hybrid structure you mentioned.

Regarding the "task orders," please ensure that unit measures are clearly quantified, such as per hour, per day, or per task or job. This will help us better understand the unit cost measures and manage our limited funds more effectively.

For PR services, this could include media relations, press releases, social media management, media monitoring, crisis communication, pitch development, and the creation of thought leadership content. Proactive management of the public community image would also be essential, alongside regular reporting and measurement of key performance indicators, such as media impressions and social media engagement.

Strategic planning should align PR strategies with community goals and target audiences. This includes developing key messaging, establishing brand positioning, and creating a media list of relevant journalists, publications, and communication channels.

Media relations efforts could focus on writing and distributing press releases, pitching story ideas to journalists, managing media inquiries and interview requests, and tracking and analyzing media coverage, sentiment, and trends. Additionally, having a robust plan for crisis communication is crucial to address any potential negative press or crisis scenarios.

In terms of content creation, this may involve developing thought leadership articles, blog posts, and social media content for various platforms, as well as drafting press releases and media pitches.

Lastly, support for board and management could include preparing and coaching executives for media interviews, as well as crafting talking points and key messages.

I hope this provides clarity and aids in structuring the approach effectively. Please feel free to share your thoughts or let me know if further adjustments are needed.


GERALD S.A. PEREZ
Acting President and CEO



Negotiation 1/23/



GVB Procurement Office <procurement@visitguam.org>

Re: GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

1 message

GVB Procurement Office <procurement@visitguam.org> Thu, Jan 23, 2025 at 5:47 PM
To: Steve Ruder <steveruder@rimsguam.com>
Cc: Dee Hernandez <dee.hernandez@visitguam.org>, Kraig Camacho <kraig.camacho@visitguam.com>

Thank you!

GVB Procurement Office

GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



On Thu, Jan 23, 2025 at 17:10 Steve Ruder <steveruder@rimsguam.com> wrote:
Hafa Adai,
Thank you for your email.
We are acknowledging receipt and will work on providing our recommended price proposal soonest.
Regards,
Steve Ruder

On Thu, Jan 23, 2025 at 4:55 PM GVB Procurement Office <procurement@visitguam.org> wrote:
THIS IS BEING SENT TO YOU ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa adai: Kindly refer to the attached letter from the GVB Acting President and CEO regarding negotiations held today, January 23, 2025. Kindly acknowledge receipt of this email.

--

GVB Procurement Office



GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



--
Regards,



GVB Procurement Office <procurement@visitguam.org>

Re: GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

1 message

Steve Ruder <steveruder@rimsguam.com>

Thu, Jan 23, 2025 at 5:10 PM

To: GVB Procurement Office <procurement@visitguam.org>

Cc: Dee Hernandez <dee.hernandez@visitguam.org>, Kraig Camacho <kraig.camacho@visitguam.com>

Hafa Adai,
Thank you for your email.
We are acknowledging receipt and will work on providing our recommended price proposal soonest.
Regards,
Steve Ruder

On Thu, Jan 23, 2025 at 4:55 PM GVB Procurement Office <procurement@visitguam.org> wrote:
THIS IS BEING SENT TO YOU ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa adai: Kindly refer to the attached letter from the GVB Acting President and CEO regarding negotiations held today, January 23, 2025. Kindly acknowledge receipt of this email.

--

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--
Regards

Steve Ruder



Ruder Integrated Marketing Strategies
Office: (671) 635.1126
Cell: (671) 687-0958
674 Harmon Loop Road, Suite 207,
Dededo, Guam 96929

www.rimsguam.com



GVB Procurement Office <procurement@visitguam.org>

GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

1 message

GVB Procurement Office <procurement@visitguam.org>

Thu, Jan 23, 2025 at 4:55 PM

To: Steve Ruder <steveruder@rimsguam.com>

Cc: Dee Hernandez <dee.hernandez@visitguam.org>, Kraig Camacho <kraig.camacho@visitguam.com>

Bcc: Christina Fillmed <christina.fillmed@visitguam.org>, GVB Procurement Office <procurement@visitguam.org>

THIS IS BEING SENT TO YOU ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa adai: Kindly refer to the attached letter from the GVB Acting President and CEO regarding negotiations held today, January 23, 2025. Kindly acknowledge receipt of this email.

--


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 **012325 ltr to RIMS re negotiations cc DH and KC.pdf**
32K



GVB Procurement Office <procurement@visitguam.org>

GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

1 message

GVB Procurement Office <procurement@visitguam.org>

Thu, Jan 23, 2025 at 4:55 PM

To: Steve Ruder <steveruder@rimsguam.com>

Cc: Dee Hernandez <dee.hernandez@visitguam.org>, Kraig Camacho <kraig.camacho@visitguam.com>

Bcc: Christina Fillmed <christina.fillmed@visitguam.org>, GVB Procurement Office <procurement@visitguam.org>

THIS IS BEING SENT TO YOU ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa adai: Kindly refer to the attached letter from the GVB Acting President and CEO regarding negotiations held today, January 23, 2025. Kindly acknowledge receipt of this email.

--

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 **012325 ltr to RIMS re negotiations cc DH and KC.pdf**
32K



Date: January 23, 2025

To: Procurement File

Sub: GVB RFP 2025-002 Integrated Communications, Advertising, and Event Support Services

Re: Negotiations

FOR GVB	FOR RIMS
Primary Negotiator: Dr. Gerry Perez, Acting President & CEO Kraig Camacho, Acting Director of Destination Development Christine Lizama, Contracts & Procurement Administrator Christina Fillmed, Contracts & Procurement Asst. Michael Arroyo, Web/IT	Primary Negotiator: Steve Ruder, President John Basilio, Creative Director Sharlene Guevara, Big Fish

QUICK RECAP

Christine opened the meeting sharing formalities as per Guam procurement laws, announcing the date as January 23, 2025, start time of 2:05 PM, purpose of meeting as negotiations phase of GVB RFP 2025-002 with the selected offeror, RIMS, name of attendees, and that these negotiations are being recorded to be kept as part of procurement records.

Dr. Perez began negotiations citing previous contract with RIMS was \$60K per annum, \$5K per month. Given limited funds, Dr. Perez proposed three different options for consideration: 1) Compensation and Amount of Work; 2) Flat fee with defined set of services (i.e. monthly, quarterly, or annually; or 3) Performance/outcome/project-based via Task Order. Offeror discussed the scope of work, expectations for their services, and the possibility of blending different initiatives which GVB is amenable to. They also clarified the details of a blended proposal, with a focus on understanding GVB's needs and what could bring to the table.

NEXT STEPS

- RIMS to prepare and submit a detailed proposal on letterhead outlining service options and pricing structure to GVB.
- RIMS to include any specific terms or conditions in the proposal for GVB's review, including subcontractor relationships and roles in the proposal.
- GVB to review proposal and agree to service structure and pricing. Once approved, GVB to prepare and issue a Notice of Award with contract; followed by a Notice to Proceed with a copy of the contract for RIMS.

SUMMARY

GVB initiated negotiations for GVB RFP 2025-002, focusing on integrated communications, advertising, and event support services. GVB primary negotiator - Acting President/CEO Dr. Gerry Perez, supported by Senior Destination Specialist and Acting Destination Development





Director, Kraig Camacho, met with RIMS President Steve Ruder, Creative Director John Basilio. Sharlene Guevara sat in to represent the interests of Big Fish, who will be partnering with RIMS on this project as the Manhita Group. RIMS was selected as best offeror after evaluation of proposals received. GVB proposed three different options for the agreement: an upfront payment for specific tasks, a flat fee for a set of services, and an outcome-based performance agreement. RIMS was tasked with exploring these options and coming back with their recommendations.

GVB and RIMS also discussed the scope of work and expectations for services so that these are clear at the outset. They agreed on the need for a clear understanding of the unit pricing for different services, such as creative, production, media relations, and contact services. The team also discussed previous work done, which involved setting a monthly fee for a prescribed list of services, primarily account management. They expressed interest in understanding the current requirements to plan resources and manage cash flow effectively. They also mentioned the need for any terms or conditions to be stated in the contract and the possibility of task orders for different projects, such as reinitiating the Hafa Adai Pledge.

Christine reviewed the requirements for RIMS to submit his offer on business letterhead confirming the discussion in negotiations; and, that negotiations are ongoing via email or a subsequent meeting until such time as fair and equitable compensation is agreed for this service. Once an agreement is reached, GVB will issue a Notice of Award to RIMS, along with the contract that will state the agreed terms and conditions, which RIMS will review, sign and return to GVB. The Notice to Proceed will be issued after all signatures have been secured. A copy of the completed contract will accompany the Notice to Proceed for the record.

With nothing further, the meeting concluded at 2:20pm.

Prepared by:


Christina Fillmed, C&P Assistant

Acknowledged:


Gerald S.A. Perez, GVB President & CEO



GVB RFP #2025-002
 INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES
 NEGOTIATIONS
 Sign-In Sheet

Date: January 23, 2025
 Scheduled Time: 2:00 p.m.
 Location: GVB

IN ATTENDANCE FOR GVB	SIGNATURE	TIME IN	TIME OUT
Gerry S.A. Perez Acting President and CEO	<i>GSP</i>	2:05	
Kraig Camacho Acting Director of Destination Development	<i>KC</i>	2pm	
Chris Lizama Contracts & Procurement Administrator	<i>CL</i>	2pm	
Christina Filmed C&P assistant	<i>CF</i>	2pm	
Web/IT	<i>[Signature]</i>		

IN ATTENDANCE FOR RIMS/MANHITA	SIGNATURE	TIME IN	TIME OUT
Stephen C. Ruder President	<i>[Signature]</i>	1400	
John Basilio Creative Director	<i>[Signature]</i>	1400	
Sharlene Euerava	<i>[Signature]</i>	1400	

SUMMARY:





GVB Procurement Office <procurement@visitguam.org>

Subject: Notice of Intent to Award to RIMS

1 message

GVB Procurement Office <procurement@visitguam.org>

Tue, Jan 21, 2025 at 2:37 PM

To: Steve Ruder <steveruder@rimsguam.com>

Cc: Gerry Perez <gerry.perez@visitguam.org>, Dee Hernandez <dee.hernandez@visitguam.org>, Kraig Camacho <kraig.camacho@visitguam.com>

Bcc: GVB Procurement Office <procurement@visitguam.org>

Hafa adai Steve.
Acknowledging receipt of your email.
See you on Thursday!

GVB Procurement Office

GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



On Tue, Jan 21, 2025 at 11:40 Steve Ruder <steveruder@rimsguam.com> wrote:

Hafa Adai GVB Procurement/Dr. Perez,
Thank you for your email.
We are available on Thursday January 23 at 2pm to meet at GVB office.
We appreciate the opportunity to support.
Steve Ruder

On Tue, Jan 21, 2025 at 9:14 AM GVB Procurement Office <procurement@visitguam.org> wrote:

THIS IS BEING SENT TO YOU ON BEHALF OF THE GVB ACTING PRESIDENT AND CEO:

Hafa adai: Kindly refer to the attached letter from Gerry Perez. Dee Hernandez will be off-island this week; however, Mr. Perez would like to initiate negotiations with you at 2pm on Thursday, January 23, 2025. Kindly confirm your availability by reply to this email.

Thank you.

--

GVB Procurement Office



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procurement@visitguam.org | guamvisitorsbureau.com





GVB RFP #2025-002
 INTEGRATED COMMUNICATIONS, ADVERTISING AND EVENT SUPPORT SERVICES
 NEGOTIATIONS (continued)
 Sign-In Sheet

2/4/25
 NEGOTIATIONS/continued

Date: February 4, 2025
 Scheduled Time: 10:00 a.m. - 10:37am
 Location: GVB

IN ATTENDANCE FOR GVB	SIGNATURE	TIME IN	TIME OUT
Gerry S.A. Perez Acting President and CEO			
Dee Hernandez Director of Destination Development			
Nadine Leon Guerrero Director of Global Marketing		10:4	
Kraig Camacho Senior Destination Specialist			
Chris Lizama Contracts & Procurement Administrator			
Web/IT			

IN ATTENDANCE FOR RIMS/MANHITA	SIGNATURE	TIME IN	TIME OUT
Stephen C. Ruder President		10:00	
Juan Basilio Rims		10:00	
Maria Delia BFC Shaw Guevara		10:00	

SUMMARY:







GVB Procurement Office <procurement@visitguam.org>

Re: Price Proposal for GVB RFP NO. 2025-002

1 message

Steve Ruder <steveruder@rimsguam.com>
To: GVB Procurement Office <procurement@visitguam.org>
Cc: Gerry Perez <gerry.perez@visitguam.org>

Mon, Feb 3, 2025 at 2:34 PM

Hafa Adai GVB Procurement Office,
Thank you for your email.
We look forward to meeting with Dr. Perez tomorrow at 10am.
Steve Ruder

On Mon, Feb 3, 2025 at 12:06 PM GVB Procurement Office <procurement@visitguam.org> wrote:
Hafa adai Mr. Ruder,

GVB Acting President & CEO Dr. Perez requests that you meet with him tomorrow Tuesday, Feb 4, 2025 at 10:00am at the GVB Office. Kindly confirm your availability soonest.

Thank you,

GVB Procurement Office



GUAM VISITORS BUREAU
401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



On Fri, Jan 31, 2025 at 4:02 PM Steve Ruder <steveruder@rimsguam.com> wrote:
Hafa Adai GVB Procurement Office,
Thank you for your email.
Ideally could we meet at 1030am or 230pm on Monday?
Thank you for your consideration.
Regards,
Steve

On Fri, Jan 31, 2025 at 10:12 AM GVB Procurement Office <procurement@visitguam.org> wrote:
Hafa adai Steve: GVB acknowledges receipt of your proposal. Gerry would like to speak with you on Monday regarding the maximum dollar limit for FY25. Please advise your availability. Thank you.

On Thu, Jan 30, 2025 at 4:08 PM Steve Ruder <steveruder@rimsguam.com> wrote:
Hafa Adai GVB Procurement Office,
Attached please find our price proposal for GVB RFP NO. 2025-002.
We are available to discuss further at your convenience.
Thank you for your consideration.
Regards,

Steve Ruder

GVB0326



Ruder Integrated Marketing Strategies
Office: (671) 635.1126
Cell: (671) 687-0958
674 Harmon Loop Road, Suite 207,
Dededo, Guam 96929

www.rimsguam.com

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GVB Procurement Office



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401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278
procurement@visitguam.org | guamvisitorsbureau.com



--

Regards,

Steve Ruder



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www.rimsguam.com

--

Regards,

Steve Ruder

2/3/25, 2:36 PM

Guam Visitors Bureau Mail - Re: Price Proposal for GVB RFP NO. 2025-002



Ruder Integrated Marketing Strategies
Office: (671) 635.1126
Cell: (671) 687-0958
674 Harmon Loop Road, Suite 207,
Dededo, Guam 96929

www.rimsguam.com





GVB Procurement Office <procurement@visitguam.org>

Fwd: Price Proposal for GVB RFP NO. 2025-002

1 message

GVB Procurement Office <procurement@visitguam.org>

Mon, Feb 3, 2025 at 10:07 AM

To: Nadine Leon Guerrero <nadine.leonguerrero@visitguam.org>, Dee Hernandez <dee.hernandez@visitguam.org>, Kraig Camacho <kraig.camacho@visitguam.com>

Cc: Gerry Perez <gerry.perez@visitguam.org>, GVB Procurement Office <procurement@visitguam.org>

Good morning, team. Please see the request from RIMS to meet with GP either at 10:30 or 2:30 today, GP asked me to set up for today. Sending gentle reminder that GP asked for your input on hourly pricing. Thank you. chris

----- Forwarded message -----

From: **Steve Ruder** <steveruder@rimsguam.com>

Date: Fri, Jan 31, 2025 at 4:02 PM

Subject: Re: Price Proposal for GVB RFP NO. 2025-002

To: GVB Procurement Office <procurement@visitguam.org>

Cc: Gerry Perez <gerry.perez@visitguam.org>

Hafa Adai GVB Procurement Office,
Thank you for your email.
Ideally could we meet at 1030am or 230pm on Monday?
Thank you for your consideration.
Regards,
Steve

On Fri, Jan 31, 2025 at 10:12 AM GVB Procurement Office <procurement@visitguam.org> wrote:
Hafa adai Steve: GVB acknowledges receipt of your proposal. Gerry would like to speak with you on Monday regarding the maximum dollar limit for FY25. Please advise your availability. Thank you.

On Thu, Jan 30, 2025 at 4:08 PM Steve Ruder <steveruder@rimsguam.com> wrote:
Hafa Adai GVB Procurement Office,
Attached please find our price proposal for GVB RFP NO. 2025-002.
We are available to discuss further at your convenience.
Thank you for your consideration.
Regards,

Steve Ruder



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www.rimsguam.com

--

GVB Procurement Office



GUAM VISITORS BUREAU

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procurement@visitguam.org | guamvisitorsbureau.com



--
Regards,

Steve Ruder



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GVB Procurement Office <procurement@visitguam.org>

Re: Price Proposal for GVB RFP NO. 2025-002

1 message

GVB Procurement Office <procurement@visitguam.org>

Fri, Jan 31, 2025 at 10:12 AM

To: Dee Hernandez <dee.hernandez@visitguam.org>, Nadine Leon Guerrero <nadine.leonguerrero@visitguam.org>

Cc: Kraig Camacho <kraig.camacho@visitguam.com>

My apologies, all. I thought I forwarded the original document from Steve. Here is his price proposal attached.

On Fri, Jan 31, 2025 at 8:36 AM GVB Procurement Office <procurement@visitguam.org> wrote:

From GP. Please be advised.

GVB Procurement Office

GUAM VISITORS BUREAU

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278

procurement@visitguam.org | guamvisitorsbureau.com



----- Forwarded message -----

From: **Gerry Perez** <gerry.perez@visitguam.org>

Date: Fri, Jan 31, 2025 at 07:09

Subject: Re: Price Proposal for GVB RFP NO. 2025-002

To: GVB Procurement Office <procurement@visitguam.org>

Please discuss hourly pricing with Nadine and Dee. Let RIMS know I need to talk to Steve on Monday re our maximum \$\$ limit

On Thu, Jan 30, 2025 at 4:43 PM GVB Procurement Office <procurement@visitguam.org> wrote:

Hi GP: Please see email from RIMS received this afternoon. Since FOIA will be addressed tomorrow with Glimpses, gentle reminder for you to let RIMS know status of procurement.

chris

----- Forwarded message -----

From: **Steve Ruder** <steveruder@rimsguam.com>

Date: Thu, Jan 30, 2025 at 4:08 PM

Subject: Price Proposal for GVB RFP NO. 2025-002

To: GVB Procurement Office <procurement@visitguam.org>

Hafa Adai GVB Procurement Office,
Attached please find our price proposal for GVB RFP NO. 2025-002.
We are available to discuss further at your convenience.
Thank you for your consideration.
Regards,



Steve Ruder



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--

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procurement@visitguam.org | guamvisitorsbureau.com



 **RIMS - GVB RFP 2025-002 Price Proposal.pdf**
705K



GVB Procurement Office <procurement@visitguam.org>

Re: Price Proposal for GVB RFP NO. 2025-002

1 message

GVB Procurement Office <procurement@visitguam.org>

Fri, Jan 31, 2025 at 10:12 AM

To: Steve Ruder <steveruder@rimsguam.com>

Cc: Gerry Perez <gerry.perez@visitguam.org>

Hafa adai Steve: GVB acknowledges receipt of your proposal. Gerry would like to speak with you on Monday regarding the maximum dollar limit for FY25. Please advise your availability. Thank you.

On Thu, Jan 30, 2025 at 4:08 PM Steve Ruder <steveruder@rimsguam.com> wrote:

Hafa Adai GVB Procurement Office,
Attached please find our price proposal for GVB RFP NO. 2025-002.
We are available to discuss further at your convenience.
Thank you for your consideration.
Regards,

Steve Ruder



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Continued
NEGOTIATIONS
SUMMARY
2/4/25

Date: February 04, 2025

To: Procurement File

Sub: GVB RFP 2025-002 Integrated Communications, Advertising, and Event Support Services

Re: Continued Negotiations

FOR GVB

1. Primary Negotiator: Dr. Gerry Perez, Acting President & CEO
2. Nadine Leon Guerrero, Director of Global Marketing
3. Kraig Camacho, Senior Destination Specialist - Destination Development
4. Christine Lizama, Contracts & Procurement Administrator
5. Brian Cha, Web/IT

FOR RIMS/MANHITA

6. Primary Negotiator: Steve Ruder, President
7. John Basilio, Creative Director
8. Marisol Delia, Big Fish
9. Sharlene Guevara, Big Fish

QUICK RECAP

Christine opened the meeting sharing formalities as per Guam procurement laws, announcing the date as February 4, 2025, start time of 10:13 AM, purpose of meeting as continued negotiations for GVB RFP 2025-002 with the selected offeror, RIMS, name of attendees, and that these negotiations are being recorded to be kept as part of procurement records.

Dr. Perez recapped last meeting discussion focused on different ways of structuring agreement based on cost. He relayed that biggest driver for GVB at this point is available funding based on low visitor arrivals so need to revise offer to be mindful of this.

SUMMARY

GP posed two key points for needed discussion and revision in these continued negotiations:

1. Retainer - In principle, this covers routine type of activities however some of these overlaps with project by project Task Orders due to shared commonalities, services. It's challenging to break down retainer fees activities and Task Orders, so simpler to have blended agreement.
2. Hourly Fees - GVB will do its part regarding Task Orders to try and quantify level of effort needed including GVB's own internal resources and staff able to do some of the work. Dr. Perez asked to pull back and reconsider the Hourly Fees proposed and then can work together to agree on Project by Project with estimated quantifying hours with GVB's resources taken into account. Therefore, it'd be helpful to GVB for RIMS to pull







back, revise hourly fees or monthly retainer.

RIMS needs to crunch numbers, and come back with a revised offer. RIMS asked for real example through immediate needs of GVB that warrant a task order so that can be used to see how to structure fees. Kraig recommended Ko'ko' Road Race as an immediate example, and its different components ie infrastructure to media buys for sake of negotiations. Dr. Perez reiterated to keep in mind GVB's internal resources available to defray costs such as Public Information Officer, Kraig Camacho with experience with organizing event (community engagement re safety), and Bureau's IT/Web Team resources with data, website, information dissemination etc.

Dr. Perez shared that need for Koko Road Race is soliciting sponsorships, and open to possibility of agreed percentage of what RIMS could benefit from when sponsorships secured to help offset reduction in the Hourly Rates being requested. Through RIMS generating and securing incremental sponsorship and revenue, GVB is open to acceptable remuneration, especially if able to secure major sponsorships. Major sponsorship example given is Sketchers, which Ms. Leon Guerrero noted GVB has experience working with them through several promotions in China market.

Ms. Leon Guerrero noticed in proposed fee structure and in Scope, reporting is mentioned multiple times and also included in administrative services on an hourly basis. RIMS responded that they would scrub this; in addition, Media Buy would be a part of retainer.

Dr. Perez relayed that tenor and tone of messaging is important in terms of information dissemination; public relations is developing a reservoir of good will in the community.

Ms. Guevara of Big Fish asked if open to instead of revising rates, and agreeing on a flat discount given the longevity of the contract. GVB is limited by availability of funding; regarding discounted application versus a reduction in monthly retainer. RIMS to come back with a revised offer keeping these points of discussion in mind.

Previous contract and work relationship saw RIMS do all of the work needed, however because GVB has available internal resources for some of the needed services/activities, both can work together and therefore to reconsider/revise costing.

Need to move quickly with negotiations due to need for Board approval (next Board meeting scheduled for 2/27/25) and Koko Road Race upcoming in April; requested revised offer to be provided to GVB within the week. Post-Covid GVB restarted limited Koko Road Race, with this year planned to include Half Marathon and Ekiden Relay and in years after, progressively expand to resume full Koko Road Race.

RIMS to revise fees/figures, asked what signature events fall under this RFP; these include Koko Road Race in April, Guam Micronesia Island Fair (GMIF) in May/June, BBQ Beach Party, and Dragon Boat Race. Team sports are important and attracts visitors however Guam is limited locally to support, individual sports tourism and activities should be looked more into ie golf.

NEXT STEPS

RIMS to revise, crunch numbers, and come back with revised offer soon to plan for inclusion of this contract on agenda for Board meeting on Feb 27, 2025. Timeline for upcoming events is also very

2 of 3





With nothing further, the meeting concluded at 10:37 AM.

Prepared by:


Christina Fillmed, C&P Assistant



L

1 BERMAN LAW FIRM
Suite 503, Bank of Guam Bldg.
2 111 Chalan Santo Papa
Hagåtña, Guam 96910
3 Telephone No.: (671) 477-2778
Facsimile No.: (671) 477-4366
4

5 Attorneys for Protestant:
GLIMPSES OF GUAM, INC.
6

7 **BEFORE THE GUAM VISITORS BUREAU**

8 IN THE PROTEST OF
9 GLIMPSES OF GUAM, INC.,
10 Protestant.

GVB RFP No. 2025-002

NOTICE OF PROCUREMENT PROTEST

11
12 **To: Gerald S.A. Perez, Acting President and CEO**
Guam Visitors Bureau
13

14 **Protestant Information**

15 Name: Glimpses of Guam, Inc. ("Glimpses")

16 Mailing Address: 161 US Army Juan C. Fejeran Street
Barrigada Heights, Guam 96913

17 For purposes of this Protest, please direct filings and
18 correspondence to Glimpses' legal counsel:

19 Daniel J. Berman, Esq.
Berman Law Firm
Suite 503, Bank of Guam Building
20 111 Chalan Santo Papa
Hagatna, Guam 96910

21 Business Address: 161 US Army Juan C. Fejeran Street
22 Barrigada Heights, Guam 96913

23 Email Address: djberman@pacificlawyers.law

24 Daytime Contact No.: 671-477-2778

25 Fax No.: 671-477-4366
26
27
28

1 Protest Information

2 A. Purchasing Agency: Guam Visitors Bureau

3 B. Procurement No.: GVB RFP 2025-002 Integrated Communications,
4 Advertising and Even Support Service

5 C. Decision being protested was made on January 21, 2025, by Gerald S.A.
6 Perez, Acting President and CEO, which was received by undersigned counsel on
7 January 22, 2025. A copy of said Decision (without exhibits) is attached hereto as
8 Exhibit "1".

9 D. Protest is made from a Decision on Protest of Method, Solicitation or
10 Award.

11 E. Names of competing Bidders, Offerors, or Contractors known to
12 Protestant: Ruders Integrated Marketing Strategies ("RIMS"); Manhita; Galaide; and,
13 Greenlight.

14 Statement Supporting the Protest

15 1. Background

16 Between January 1, 2024 and approximately December 15, 2024, Glimpses was
17 issued and held a Contract for the GVB marketing services that was renewed for a year
18 of services to end on September 30, 2025. See Exhibit "2". When Glimpses received
19 notice of termination for convenience from GVB, a closing conference was held to
20 confirm there was "no cause" for the December 2024 termination except for the
21 convenience of GVB.

22 On December 27, 2024, GVB RFP 2025-002 was issued.

23 On January 17, 2025, Glimpses timely submitted its bid.

24 On January 21, 2025, GVB recommended award to RIMS. See Exhibit "1".
25 Glimpses was notified that its bid was rejected. Glimpses was not notified why its bid
26 was rejected. See Exhibit "1".

27 On February 4, 2025, Glimpses timely files its protest with GVB.
28

1 This procurement is for integrated advertising and marketing services. The RFP
2 provides that "... GVB is seeking visionary businesses to play a pivotal role in
3 establishing the island as a premier destination in the Asia Pacific region ..." See RFP,
4 p. 9 of 40. Despite its stated intention to seek out a visionary business, GVB awarded
5 the right to contract to a lesser qualified bidder.

6 In the evaluation, Glimpses was ranked third with 220 points and RIMS was
7 ranked with 271 points. However, only Glimpses held a previously unblemished and
8 solid performance on their contract previously awarded by GVB to Glimpses for
9 marketing services over a term between January 1, 2024 to September 30, 2025. See
10 Exhibit "2".

11 **2. GVB's Acceptance Of The RIMS Bid Violated The RFP**

12 The scope of work in the RFP 2025-002, subsections *Communications & Advertising*
13 *Scope of Work* and *Metrics & Reporting*, were almost identical to the Contract C24025
14 (awarded to Glimpses) that was subsequently renewed in C25010 to September 30,
15 2025, and that was terminated by GVB in December 2024. There has never been any
16 indication of unsatisfactory work by Glimpses; and in fact, Glimpses had been praised
17 for their quick turnaround of projects and execution of events. This RFP appears
18 unnecessary at best and biased at worst.

19 The Glimpses proposal received a noticeably low score from Evaluator B,
20 particularly under *Qualifications and Experience*. But, as an objective measure, having
21 Glimpses' contract renewed as recently as September 2024, demonstrates that Glimpses'
22 work and qualifications met the needs of GVB. This scoring was unfairly biased in
23 approach.

24 Moreover, the evaluation score sheet of GVB shows that "Manhita" had the
25 highest score of 271 and was ranked no. 1. See Evaluation of Proposals, Exhibit "3".
26 But, RIMS is not even mentioned on the Evaluation of Proposals.

1
2 **3. A Crucial Portion Of The Specifications Are Ambiguous And Unfair And The**
3 **Procurement Must Be Rebid**

4 The Glimpses proposal was given a low score on the *Plan of Performance -*
5 *Approach and Strategy* which asked to create a hypothetical scenario with very little
6 guidance on budget, expected performance outcome(s) or relevant criteria for
7 judgment. We do not believe that this category is a valid basis for evaluation of
8 capabilities.

9 Guam procurement law provides in relevant part at 5 GCA § 5211(e) that:

10 ... Bids shall be evaluated based on requirements set forth in
11 the invitation for Bids, which may include criteria to
12 determine acceptability such as inspection, testing, quality,
13 workmanship, delivery and suitability for a particular
14 purpose. Those criteria that will affect the bid price and be
15 considered in evaluation for award shall be objectively
16 measurable, such as discounts, transportation costs, and
17 total or life cycle costs. The Invitation for Bids shall set forth
18 the evaluation criteria to be used. No criteria may be used in
19 bid evaluation that are not set forth in the Invitation for Bids.
20 (emphasis added)

21 This provision is necessary to ensure that bidders are in fact bidding in all respects on
22 the same procurement. This theme is repeated in Guam's procurement regulations. 2
23 GAR § 4102(a)(1) provides in relevant part that "... Specifications shall be drafted with
24 the objective of clearly describing the territory's requirements". 2 GAR
25 § 3115(d)(2)(A)(ii) provides that a solicitation may be cancelled after bid opening if
26 "... ambiguous or otherwise inadequate specifications were part of the solicitation ..."
27 The Public Auditor has recognized that ambiguous or conflicting IFB requirements
28 mandate that the solicitation be cancelled. See OPA Decision dated March 20, 2015, in
29 *In the Appeal of Pacific Data Systems, Inc.*, OPA-PA-14-007. That ruling is consistent with
30 case law on this issue.

31 In *Inferno Associates v. Division of Administration*, 692 So.2d 1280 (La. App. 1997),
32 the state issued an IFB for construction and installation of three medical waste
33 incinerators. Two bids were submitted. The lowest bidder failed to provide

1 specifications for the construction. Although the IFB required that detailed construction
2 specifications be furnished with the bid package, it did not define what was meant by
3 "detailed construction specifications". The hearing officer determined that the IFB was
4 ambiguous as to what information was required, and when it was required. The
5 hearing officer ordered that the solicitation be set aside as a result of this ambiguity. On
6 appeal, the court upheld the decision of the hearing officer, concluding that the
7 evidence demonstrated that the specifications as written could not fairly be used to
8 evaluate the bids. *Id.* at p. 1284. *See also Caber Systems, Inc. v. Dept. of General Services,*
9 *530 So.2d 325 (Ct. App. Fla. 1988); Mark Dunning Industries, Inc. v. Perry, 890 F.Supp.*
10 *1504 (M.D. Ala. 1995); Gale v. City of St. Paul, 98 N.W.2d 377 (1959).*

11 The point is that bids must be apple to apple. If the specifications are
12 incomplete, as in the *Inferno Associates* case, this is not possible. It is respectfully
13 submitted that the situation here is far more egregious. The problem is not that GVB
14 failed to specify what it wanted, and that it recommended "key goals", but instead that
15 the solicitation was highly misleading since the bid made by Glimpses was not
16 prohibited for non-responsiveness. It became inevitable that a bidder who ignores
17 GVB's recommendation and provides for a different kind of response will be the
18 winner. That is extremely unfair.

19 The only fair result is that GVB be ordered to clearly decide what precisely in the
20 RFP was sought different than the previous contract issued to Glimpses, and issue a
21 new solicitation, so that all bidders will be bidding on the same project.

22 Ruling Requested

23 Glimpses requests that the Requests for Proposal be voided, and that Glimpses'
24 Contract valid until September 30, 2025 be reinstated.

25 Alternatively, Glimpses requests that GVB seek independent re-evaluation of the
26 bids submitted for this procurement. The scope of the procurement was ambiguous,
27 and the failure of GVB to unambiguously state whether it required the same or different
28

1 performance criteria from the contract issued to Glimpses in the RFP, and the resulting
2 inevitable failure of the bidders to submit parallel bids has subverted the purpose of
3 this procurement and is cause to re-evaluate the bids.

4 **Declaration Re No Court Action**

5 Pursuant to 5 GCA Chapter 5 § 5425(g), unless the court requests, expects, or
6 otherwise expresses interest in a decision by the Public Auditor, the Office of Public
7 Accountability will not take action on any appeal where action concerning the protest
8 or appeal has commenced in any court.

9 The undersigned party does hereby confirm that to the best of his or her
10 knowledge, no case or action concerning the subject of this Protest has been commenced
11 in court. All parties are required to and the undersigned party agrees to notify the
12 Office of Public Accountability within 24 hours if court action commences regarding
13 this Appeal or the underlying procurement action.

14 Glimpses wishes to thank GVB for the opportunity to serve the Guam
15 community presented by this RFP. Glimpses looks forward to your prompt and
16 expeditious resolution of this protest, and stands ready to assist in developing a final
17 RFP that will accomplish the broad and important goals set by your agency.

18 DATED this 4 day of February, 2025.

19 Respectfully submitted,

20 **BERMAN LAW FIRM**
21 Attorneys for Protestant
22 **GLIMPSES OF GUAM, INC.**

23 By:

24 
25 _____
26 **DANIEL J. BERMAN**

Exhibit "1"



January 21, 2025

Marcos W. Fong
Managing Director
Glimpses of Guam, Inc.
161 US Army Juan C. Fejeran Street
Barrigada Heights, GU 96913

Subj: Notice of Intent to Award to Ruder Integrated Marketing Strategies (RIMS)
Re: GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

Hafa adai Mr. Fong:

Thank you for submitting a proposal GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services. The evaluation committee has completed its work and reviewed all proposals submitted by interested offerors.

GVB has elected to pursue a contract with Ruder Integrated Marketing Strategies (RIMS), but we are truly grateful for the time and effort you put in to submitting your proposal. Attached for your review is the Administrative Review and Evaluation Summary.

We hope that as other opportunities arise, you continue to engage in the process and submit a proposal.

If you have any questions or concerns, please feel free to contact our office at (671) 646-5278.

Si Yu'os Ma'åse'

GERALD S.A. PEREZ
Acting President and CEO

attachments



Exhibit "2"



C25010

September 27, 2024

Marcos W. Fong
Managing Director
Glimpses of Guam, Inc.
P.O. Box 3191
Hagatna, Guam 96910

Subj: FY25 Renewal
Re: Project Support Services

Håfa Adai Mr. Fong:

The Guam Visitors Bureau ("GVB") is advising you of its decision to renew the current agreement with Glimpses of Guam ("Contractor") for Project Support Services beginning October 1, 2024 through September 30, 2025, with funding to come from the FY2025 budget.

GVB shall pay the Contractor a sum not to exceed FIFTY-SEVEN THOUSAND DOLLARS (USD \$57,000) or FOUR THOUSAND SEVEN HUNDRED AND FIFTY DOLLARS (USD \$4,750.00) per month for services as detailed in Appendices A and B of the contract, upon receipt of a GVB approved invoice from the Contractor, and subject to the availability of funds.

GVB shall assign additional related work as Task Orders, which shall be supported by the Contractor's proposal outlining the project requirements and deliverables and shall be processed as an out-of-pocket reimbursable expense.

Any out-of-pocket reimbursable expense shall be compensated upon receipt of a GVB approved invoice subject to the availability of funds. The out-of-pocket reimbursable maximum shall not exceed \$400,000.00 for FY25.

Payment shall be made upon receipt of a GVB approved invoice and satisfactory delivery and acceptance of all services as specified and performed under the Agreement.

Please confirm your acceptance by signing in the space indicated below and return this letter to our office. Kindly note that unless your company information has changed, we will maintain the existing affidavits and forms on file.

CARL T. C. GUTIERREZ
PRESIDENT AND CEO

IN WITNESS WHEREOF, the parties have executed this renewal:

GUAM VISITORS BUREAU

09.27.2024
CARL T. C. GUTIERREZ Date
President and CEO

GLIMPSES OF GUAM, INC.

9/30/24
MARCOS FONG Date
Managing Director

Certification is subject to availability of funds for FY2025 pursuant to Public Law 37-125.

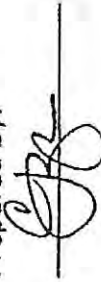
9/30/24
RUDD E. GUDMALIN Date
CFO/Controller



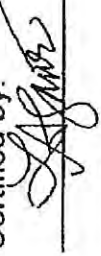
Exhibit "3"

EVALUATION OF PROPOSALS						
Maximum # of Points x 3 evaluators	Criteria	MANHITA	GALAIDE	GLIMPSES	GREENLIGHT	
150	A. QUALIFICATIONS AND EXPERIENCE (50 points)	136	132	114	110	
15	B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 points)	15	13	11	11	
15	C. QUALITY AND RESPONSIVENESS (5 points)	13	13	15	12	
120	D. PLAN OF PERFORMANCE - APPROACH AND STRATEGY (40 points)	107	103	80	82	
300	TOTAL SCORE:	271	261	220	215	
	RANKING ORDER:	1	2	3	4	

Prepared by:




Certified by:




GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

OFFEROR: GLIMPSES		EVALUATORS				
Maximum # of Points x 3 evaluators	Criteria	Scoring Range per evaluator	A	B	C	TOTAL
150	A. QUALIFICATIONS AND EXPERIENCE (50 points)	1-50	40	30	44	114
15	B. DEMONSTRATED CAPABILITY AND CAPACITY TO RESPOND (5 points)	1-5	4	3	4	11
15	C. QUALITY AND RESPONSIVENESS (5 points)	1-5	5	5	5	15
120	D. PLAN OF PERFORMANCE - APPROACH AND STRATEGY (40 points)	1-40	25	20	35	80
300	TOTAL SCORE:	100	74	58	88	220

Prepared by: 

**PROCUREMENT
PROTEST**

From: **BERMAN LAW FIRM**
Suite 503, Bank of Guam Building
111 Chalan Santa Rosa
Hagåtña, Guam 96910

To: **Gerald S.A. Perez, Acting President and CEO**
Guam Visitors Bureau
401 Pale San Victorres Road
Tumon, Guam 96913





February 6, 2025

Stephen C. Ruder
President and CEO
Ruder Integrated Marketing Strategies (RIMS)
674 Harmon Loop Road, Suite 207
Dededo, Guam 96929

Subj: Notice of Stay in Procurement
Re: GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services

Hafa adai Mr. Ruder:

The Guam Visitors Bureau is officially notifying you that it has received a protest regarding GVB RFP 2025-002 Integrated Communications, Advertising and Event Support Services. Pursuant to 5GCA, Article 9 55425(g), there is an automatic stay in the proceedings of this Request for Proposal.

If you have any questions, please contact us at 671-646-5278.

Senseramente,

GERALD S.A. PEREZ
Acting President and CEO
Chief Procurement Officer

